



TRIPURA BAMBOO MISSION



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# QUARTERLY PROGRESS REPORT

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July-September, 2016

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*Submitted to:*  
**Department of Industries & Commerce**  
**Government of Tripura**  
Shilpodyog Bhawan, Khejur Bagan, Agartala



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## TABLE OF CONTENTS

1. About Tripura Bamboo Mission.....	3
1.1. Introduction .....	3
1.2. Vision.....	3
1.3. Objective.....	4
1.4. TBM Interventions & Sub-sectors.....	4
1.5. Growth of bamboo sector .....	5
2. Progress Achieved In Incense Sector: .....	5
2.1. Progress achieved under different project head .....	5
2.2. Other Activities in Incense sector .....	17
3. Progress Achieved in Handicrafts Sector.....	20
3.1. Progress achieved under different project head .....	20
3.2. Design Intervention .....	42
3.3. Marketing & Trade Facilitation.....	46
3.5. Findings of Market Study by MART.....	47
4. Progress Achieved in Resource Generation Sector .....	54
5. Summary of Financial Progress .....	61
6. Progress Achieved vis-à-vis Annual Action Plan 2016-17.....	63
6.1. Incense sub-sector.....	62
6.2. Handicraft sub-sector .....	64
6.3. Resource Generation sub-sector .....	65
7. Project Approved during the Quarter : .....	66

## 1. ABOUT TRIPURA BAMBOO MISSION

### 1.1. Introduction

Tripura Bamboo Mission (TBM) is an initiative of the Government of Tripura to focus on enhancement of turnover of Bamboo sector coupled with promotion of livelihood opportunities. The Mission's objectives of scaling up turnover of Bamboo sector and to simultaneously increase the livelihood opportunities are sought to be achieved through cluster development approach involving institution building, industrial linkages, better market and credit facilities coupled with resource up-gradation, working on a project mode.

Tripura Bamboo Mission, launched by the Government of Tripura during 2007, had an initial objective of enhancing turnover of bamboo sector from Rs. 27.9 crores to Rs. 75.85 crores. By the mid-term review in 2009 through various initiatives and activities, the mission had scaled up its turnover to Rs.56.65 crores by 2009-10 and Rs. 115.56 crore by 2012-13. Basing on the pace of reforms and taking advantage of the extension of the project, the TBM has revised its target of turnover achievement to Rs. 200 crores at the end of FY 2016-17. The TBM has so far exceeded in not only consolidating the bamboo sector in Tripura but has also initiated a number of activities for value addition and scaling up of the production to realize the market potential of the sector. The initiatives in scaling up production of polished sticks, rolled sticks and perfumed sticks with corresponding capacity building, institution development and market linkage are noteworthy.

TBM is the nodal agency of the Government of Tripura for implementation of all bamboo value addition development projects in the State. The institutional structure of TBM has been strengthened to the level of a society. Tripura Bamboo Mission is registered under the Societies Registration Act 1860, headed by the Chief Secretary, Government of Tripura and the General Body comprises of Secretaries and Head of Departments of Forests, Industry, Handicrafts, Rural Development, Social Welfare, Tribal Welfare and Finance, Financing institutions etc. The TBM is being implemented in a PPP mode. The Government of Tripura has engaged IL&FS Cluster Development Initiative to implement the Tripura Bamboo Mission in April 2007, in view of proven expertise and experience in designing, executing and implementing of projects in cluster development and livelihood promotion in various parts of the country. The Company has deployed a multi-skilled team in Tripura and has built a network of partners and domain experts to undertake the implementation of the Tripura Bamboo Mission.

### 1.2. Vision

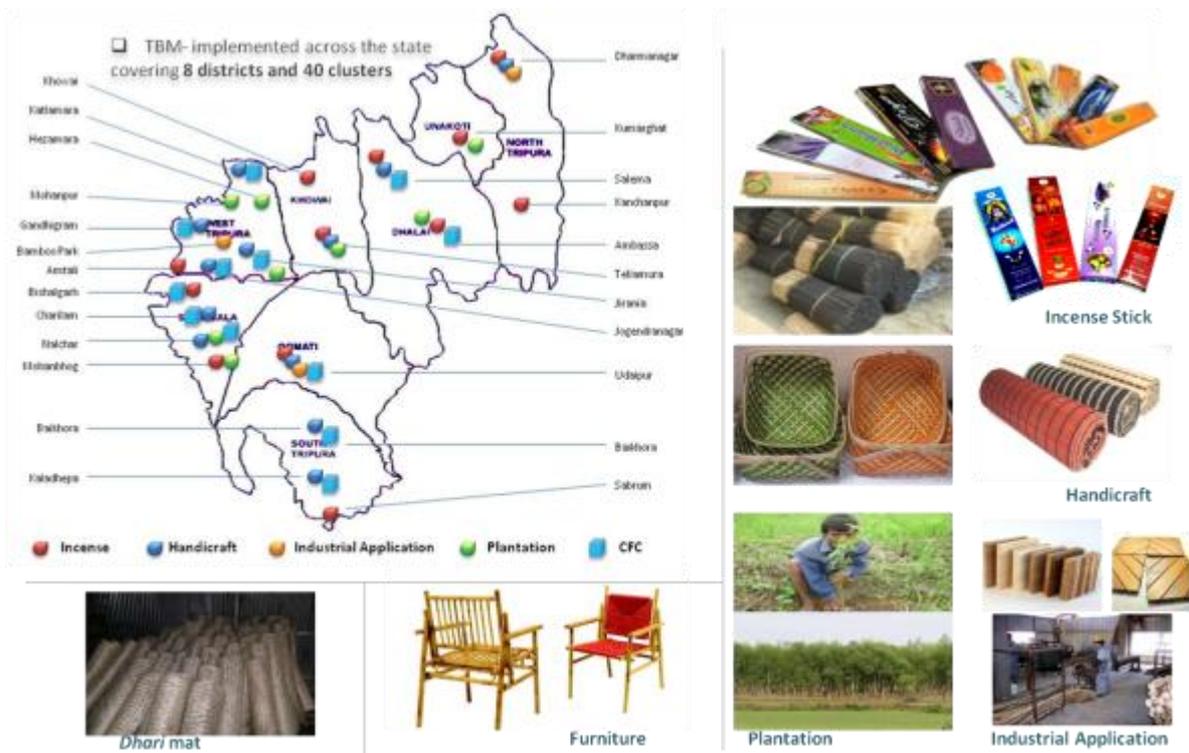
To make Tripura as the hub of bamboo based sustainable micro, small and medium industries in the country by mobilizing the local natural and human resources and enable structured growth in the sector by strong institution building and market linkage.

### 1.3. Objective

- To sustain the growth achieved in the bamboo sector and increase the current turnover from Rs. 95 crores to 200 crores over 5 year duration.
- Build the bamboo sector as a major livelihood provider and provide employment opportunities to 20,000 poor producers in the sector.
- Provide critical production and commercial infrastructure, technology, marketing support, capacity building and product diversification, to build competitiveness and ensure sustainable development of the clusters.

### 1.4. TBM Interventions & Sub-sectors

- Build sustainable bamboo based livelihoods based on a cluster based approach.
- Develop an institutional structure owned and managed by grassroots producers & their federations.
- Build their enterprises based on commercially sustainable business models.
- Provide infrastructure, skill training, design support and direct market linkages.
- Mobilize private investment in the bamboo sector in areas like bamboo composites, mechanized sticks and other industrial products.
- Promote plantation in non-forest areas, private land holdings and homestead plantations



## 1.5. Growth of bamboo sector

The growth trend of bamboo sector in the state is satisfactory, as observed during the last 7 years. The turnover (export from state) of commercial bamboo sector was estimated at Rs. 83.70 crore for the financial year 2015-16.

Estimated Year wise Turnover (Export from state) of Bamboo Sector in Tripura (in Rs. Crores)										
Year	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Turnover	28.00	35.50	56.56	76.00	93.05	107.22	115.56	121.32	101.42	83.70

## 2. PROGRESS ACHIEVED IN INCENSE SECTOR:

### 2.1. Progress achieved under different project head

**Project Name: Integrated Development of Incense Clusters in Tripura supported by North East Council (NEC), Govt. of India**

#### About the Project:

The project “Integrated Development of Incense Clusters in Tripura” has been approved by the North Eastern Council, Government of India. The total project cost is Rs. 779.90 lakh (NEC: 90%, GoT: 10%). Implementation of the project started in the 3rd quarter of FY 2013-14.

The project aims to develop integrated incense clusters at 30 locations in the state of Tripura. It entails establishment of incense stick production centres, introduction of community friendly technology, skill development of artisans, capacity building of the producers to run their own grass root organization and establishing linkage with mainstream markets.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries into group & institutionalizing them as incense stick producer groups, Technological intervention including skill development and capacity development, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets.



### Project Locations

<b>District</b>	<b>Location/ Cluster</b>	<b>Proposed Activity</b>
Dhalai	Ambassa, Manu, Salema, Kamalpur	Stick, Rolled Batti
North	Dharmanagar, Damcherra, Kadamtala, Kanchanpur	Stick, Rolled Batti
Unakoti	Kumarghat, Pecharthal, Kailashahar	Stick, Masala, Rolled Batti
Khowai	Kalyanpur, Teliamura, Khowai	Stick, Rolled Batti
South	Jolaibari, Satchand, Santirbazar	Stick, Masala, Rolled Batti
Gumati	Amarpur, Ompi, Matabari, Kakrabon	Stick, Rolled Batti
Sepahijala	Melaghar, Kathalia, Bishalgarh, Baxonagar	Stick, Masala, Rolled Batti
West	Agartala, Hejamara, Mandwi, Mohanpur, Jirania	Stick, Rolled Batti

### Physical Progress

<b>Sl. No.</b>	<b>Component</b>	<b>Physical Target</b>	<b>Target Achieved</b>	<b>Balance</b>
<b>7</b>	<b>Project: Integrated Development of Incense Clusters in Tripura</b>			
<b>7.1</b>	<b>Mobilization, Baseline and Institution building</b>			
7.1.1	Mobilization& Baseline -(No. of participants)	1760	1533	<b>227</b>
7.1.2	Institution building (Exposure, Accounts Management, Workshop- Entr. Dev.) -(No. of participants)	800	693	<b>107</b>
<b>7.2</b>	<b>Capacity Building</b>	<b>2745</b>	<b>1212</b>	<b>1533</b>
7.2.1	Capacity building on semi mechanized incense stick production -(No. of participants)	1500	423	<b>1077</b>
7.2.2	Capacity building on Mechanized Incense Rolling -(No. of participants)	900	662	<b>238</b>
7.2.3	Capacity building on Jigget extraction, charcoal making & masala mixing -(No. of participants)	100	0	<b>100</b>
7.2.4	Capacity Building on Agarbatti perfuming and packaging -(No. of participants)	40	0	<b>40</b>

Tripura Bamboo Mission- Quarterly Progress Report, July to September, 2016

Sl. No.	Component	Physical Target	Target Achieved	Balance
7.2.5	Capacity Building on Agarbatti Raw Material Banking and Branding (ToT & ToE) -(No. of participants)	205	167	<b>38</b>
<b>7.3</b>	<b>Marketing Interventions</b>	<b>100</b>	<b>60</b>	<b>40</b>
7.3.2	Organizing Seminar and Symposium cum Buyer Seller Meet -(No. of participants)	100	60 (4 programmes incl. one at Chennai)	<b>40</b>
<b>7.5</b>	<b>Technological Intervention</b>	<b>2137</b>	<b>658</b>	<b>1479</b>
	Slicing cum Stick Making tools to be installed -(No. of machines)	300	219	<b>81</b>
	Cross Cutting machine to be installed -(No. of machines)	15	4	<b>11</b>
	Stick Making tools to be installed -(No. of machines)	900	25	<b>875</b>
	Weighing machine to be installed -(No. of machines)	15	0	<b>15</b>
	Polishing machine to be installed -(No. of machines)	1	0	<b>1</b>
7.5.2	Pulverizing machine to be installed -(No. of machines)	3	0	<b>3</b>
	Masala Mixing machine to be installed -(No. of machines)	3	0	<b>3</b>
7.5.3	Pedal Type agarbatti rolling machine to be installed -(No. of machines)	900	857	<b>43</b>
	Masala Mixing machine to be installed -(No. of machines)	15	22	<b>0</b>
	Weighing machine to be installed -(No. of machines)	15	20	<b>0</b>
	Rack for drying to be installed -(Quantity)	150	8	<b>142</b>

**List of Groups with details : Agarbatti Rolling**

Sl. No .	Name of the Group	Address	Contact Person	Contact No.	Total Membe rs	Total Paddle Machine
1	Palpara Agarbatti Producer Group	Officetilla, Bishalgarh, Sepahijala	Gayetri Paul	8132017584	26	26
2	Khabaksha Agarbatatti SHG	Rupacherra, Teliamura Khowai	Manju Debbarma	8731983400	10	10
3	Shanti SHG	Sadaramati, Golaghati, Sepahijala	Bimala Devi Singha	0381-2856233	20	20
4	Mangal Deep Amin Producer Group	Dhupirban, Jubarajnaragar, Dharmanagar, Pin-799253	Md. Sahiful Amin	7308938033	20	20
5	Ranga SHG	Sonaimuri, Kmrghat, Unokoti	Sukla Malakar	8575537340	20	20
6	Biswas Domestic Product	Dhajanagar, Udaipur, Gomati Tripura	Suman Biswas	9856423939	20	20
7	Kamalabagan Agarbatti Producer Group	Kamalabagan, Mohanbhog, Melaghar, Sepahijala Tripura, Pin-799105	Palash Debnath	9615756617	10	10
8	North Ganganagaar Craft Producer Group	North Ganganagar, Dharmanagar, North Tripura	Sita Nandi	8794951904	20	20
9	Self Trust DMR SHG	Algapur, Baruakandi, Kalacherra, North Tripura	Biswajit Bhattacharjee	9862646027	20	20
10	Anabik SHG	Emrapassa, Kumarghat	Renubala Rudra Paul	8732039023	20	20
11	Karunamoye SHG	Ballavpur, I.C.Nagar, West Tripura, Pin-799003	Rina Roy(biswas)	9612603839 9863064905	25	29
12	Omkar SHG	Sibbari, Amtali, West Tripura, Pin-799130	Aparajita Nath (bhowmik)	8794221017	20	20
13	Shibam Self Help Group	Viveknagar, Amtali, West Tripura, Pin-799130	Rinko Ghosh (Gope)	9862743201	20	20

Tripura Bamboo Mission- Quarterly Progress Report, July to September, 2016

Sl. No.	Name of the Group	Address	Contact Person	Contact No.	Total Members	Total Paddle Machine
14	Sarbajoyee Women SHG	North Ballavpur, I.C.Nagar, West Tripura, Pin-799003	Namita Roy	9863689979	20	22
15	Sree Radharani SHG	Aswini Market, I.C.Nagar, West Tripura, Pin-799003	Sima Roy	9863228160	20	20
16	Udayan Agarbatti Producer Group	Tuichindrai, Teliamura, Khowai Tripura, Pin-799205	Bina Bhattacharjee	8794047251	20	20
17	Dhalai Agarbatti Co-operative Society Ltd.	TRTC Para, Ambassa, Dhalai Tripura, Pin-799289	Biplab Modak	9436496634	20	20
18	Kulai APG Society	Thakurpalli, Salema, Dhalai	Litan Das	9436532209 8131875667	20	20
19	Manisha Agarbatti Producer Group	Madhupur Hospital Road, Madhupur, Sepahijala Tripura, Pin-799102	Anima Sarkar Bhowmik	7308428646	20	20
20	Maa Sarada Agarbatti Producer Group	Harihar Dola, Radhanagar, Konaban, Sepahijala	Mayarani Sarkar	0381-2902616	20	20
21	Shib Shakti Agarbatti Producer Group	Harihar Dola, Radhanagar, Konaban, Sepahijala	Uddhave Chaturvedi	9862122375	20	20
22	Sudharram Para APG	Kulai, Dhalai	Sudir Deb	8974222382	20	20
23	Dhipshika APG	Teliamura, Khowai	Ratna Rudrapal	8119912390	20	20
24	Sarkar Para APG	Sarkar Para, North Nalichara, Kulai, Ambassa	Subir Deb	8974222382	20	20
25	Nabajyoti APG-20	Chandarpur, Udaipur, Gumti	Sujit Debnath	986238546	20	20
26	Gomati APG	Khilpara, Udaipur, Gumti,	Sibaji Pal	9206136674	20	20

Tripura Bamboo Mission- Quarterly Progress Report, July to September, 2016

Sl. No .	Name of the Group	Address	Contact Person	Contact No.	Total Members	Total Paddle Machine
27	Ramthakur APG	Kanchanmala, Sekerkote,	Uddhave Chaturvedi	9862122375	20	20
28	Purba Dhajanagar APG	Udaipur, Gomati	Suman Biswas	9856423939	20	20
29	Nibedita APG	Laljuri, Kanchanbari, Kumarghat	Gobinda Rudrapaul	9612367310	20	20
30	Rakhi APG	West Kanchanbari, Kumarghat	Gobinda Rudrapaul	9612367310	20	20
31	Janani APG	Sakaibari, Dharmanagar	Mithu Roy	8974555521	20	20
32	Radhika APG	Pecharthol, North Tripura	Gobinda Rudrapaul	9612367310	20	20
33	Star APG	Ratacherra, Kumarghat	Gobinda Rudrapaul	9612367310	20	20
34	Satadal APG	West Kanchanbari, Kumarghat	Gobinda Rudrapaul	9612367310	20	20
35	United Friends APG	Kamalpur, Dhalai Tripura	Nantu Sharma	8014473533	20	20
36	Aarohon APG	Ramratan Para, Kulai	Bipul Deb	9402318944	20	20
37	Hastakaru APG	Santirbazar, Salema, Dhalai	Subir Deb	7085774169	20	20
38	Joy Durga APG	Champamura, Bishalgarh	Rajesh Bhowmik	9862060425	20	20
39	Maa Laxmi APG	Pandabpur, Hapania	Rajesh Bhowmik	9862060425	20	20
40	Plaban APG	East Champamura	Rajesh Bhowmik	9862060425	20	20
41	Bandhan APG	Bidyasagar Palli, Aswini Market	Uddhav Chaturbedi	9862122375	20	20
42	Maha Sakti APG	Pandabpur, Hapania	Uddhav Chaturbedi	9862122375	20	20
43	Joyguru APG	Madhuban, Dukli	Uddhav Chaturbedi	9862122375	20	20
<b>Total =</b>					<b>851</b>	<b>857</b>

**List of Groups with details : Bamboo stick making**

Sl. No	Name of the Groups	Address	Contact Person	Contact No.	Total Members
1	Agnibina Agarbatti Sticks Utpadan Samiti	Singhinala, Salema, Dhalai Tripura	Lab Datta	9436538485	30
2	Khowai Stick Producer Group	Dhalabil, Khowai, Khowai Tripura	Lab Datta	9436538485	25
3	Nabajyoti Agarbatti Producer Group	Chandrapur, Udaipur, Gomati Tripura	Tapas Dey	9856929125	30
4	Unakoti Agarbatti Stick Producer Group	Kumarghat, Unakoti Tripura	Gautam Debnath	9862317794	40
5	Noagaon Stick Producer Group	Noagaon, Kalibazar, Agartala	Kirat Debbarma	8732829122	25
6	Durga SHG	Sukantanagar, Kumarghat, Unakoti Tripura	Gautam Debnath	9862317794	30
7	3 Locations at Balicherra village, Kalacherra Block	Reang Para, Halam Basti, Tripura Para, Kalacherra Block, North Tripura	Gautam Debnath	9862317794	120
8	8 Rolling Groups (ToT)	PalparaCFC, Bishalgarh, Sepahijala Tripura	Biplab Pal	9612172880	40
9	8 Rolling Groups (ToT)	Unakoti Agarbatti Stick Producer Group, Kumarghat, Unakoti Tripura	Gautam Debnath	9862317794	40
10	Monoram Bamboo Industry	Bamboo Park, R. K. Nagar	Ramkrishna Debnath	9774015626	12
<b>Total</b>					<b>392</b>

- During the quarter a mobilization camp was organized at Ratacherra, Kumarghat, Unokoti Tripura, on 7<sup>th</sup> July , 2016 by involving the members of ‘**Star Agarbatti Producer Group**’. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group.
- A mobilization camps was organized by involving the members of ‘**Satadal Agarbatti Producer Group**’ on 7<sup>th</sup> July at West Kanchanbari, Kumarghat, Unokoti Tripura, 20 members participated the camp. During the camp the artisans were made aware regarding how Agarbatti rolling activity would bring about better livelihood generation of the artisans, demand of the craft etc. During the camp it was also

discussed regarding the importance of working in group, responsibilities to be followed during the production activities etc.

- A mobilization camp was organized at Ramratan Para, Kulai, Ambassa, Dhalai on 4<sup>th</sup> July, 2016 by involving the members of '**Arohan Agarbatti Producer Group**'. 20 members from the producer group participated the camp. During the camp the artisans were made aware regarding the production process of agarbatti rolling, importance of working in group, how these activities would ensure better income generation of the artisan, responsibilities of the group members in order to ensure sustainability of the group and regular production activities.
- During the quarter a mobilization camp was organized at Santirbazar, Salema, 3<sup>rd</sup> July, 2016 by involving the members of '**Hastakaru Agarbatti Producer Group**'. In the camp the artisans were made aware regarding the production process of Agarbatti rolling and how it would ensure income generation of the artisans. It was also discussed how the members should work in a group to ensure sustainability of the Group. A separate account has been formed in the name of the group where all the group related transactions will be done to maintain the transparency in the group. During the camp it was also discussed regarding the responsibilities of the group leaders and the members to ensure regular production activities at the centre.

### **Snapshot of Activities:**

#### **Mobilization Camps at different clusters**





**Mobilisation Activities to making new Agarbatti Producers Group**

## **Capacity Building Training on Mechanized Incense Rolling:-**

- **Name of the Centre:- Ramthakur Agarbatti Producer Group**

An Agarbatti Producer Group has been formed by involving the individuals of Champapura, Sekerkote, West Tripura, namely **“Ramthakur Agarbatti Producers Group”**. 20 members have been involved in the group with objectives of self sustainable growth of the people of the Cluster. A separate account has been formed in the name of the group where all the group related transactions are done.

Thirty days training on Capacity Building Training on Mechanized Rolling was organised by involving the members of ‘**Ramthakur Agarbatti Producer Group**’ from 10<sup>th</sup> August to 10<sup>th</sup> september, 2016 at Champamura, Sekerkote. 20 members were involved in the training programme. During the training the artisans were trained on the technique of handling agarbatti rolling machineries, production process of Agarbatti rolling activities, quality production, minimizing the wastage etc.



***Capacity Building Training on Mechanized Incense Rolling at Ramthakur Agarbatti Producer Group***

- **Name of the Centre:- Plaban Agarbatti Producers group:-**

**‘Plaban Agarbatti Producer Group’** was formed by involving the individuals of East Champamura, Amtali Cluster, where, 20 women members have been involved in the group with objectives of self sustainable growth of the people of the Cluster.

During the quarter 20 members of **‘Plaban Agarbatti Producer Group’** were engaged in the Capacity Building Training on Mechanized rolling for duration of 30 days from 10<sup>th</sup> August – 10<sup>th</sup> September, 2016 at East Champamura, Sekerkote. The artisans were made aware regarding the process of agarbatti rolling activities , importance of maintaining the quality , process of handling agarbatti rolling machineries, how to minimize wastage etc. The members of th group are actively involved in the group management activities like doing regular group meetings, savings, maintaining record books and other group related activities.



- **Name of the Centre:- Jonony Agarbatti Producers group:-**

An agarbatti producer group was formed at Sakaibari, Thana Road, Dharmanagar, by involving 20 women members from the cluster. The members of the group are women and are actively involved in the production activities at the centre. During the quarter Capacity Building Training on Mechanized rolling was organized by involving 20 members of **‘Jonony Agarbatti Producer’** for duration of 30 days from 20<sup>th</sup> August to 20<sup>th</sup> September, 2016. The artisans were trained on the technique of handling Agarbatti rolling machineries, different safety measures to be followed, production process of Agarbatti rolling activities, quality production, minimizing the wastage etc.

The women members of the group maintains the record books of the group and other group related activities. They are regularly involved in the production of agarbatti rolling and are earning their livelihood through these activities. TBM supported the group by providing agarbatti rolling machines, skill upgradation training, providing market linkages etc.



- **Name of the Centre:- United Friends Agarbatti Producers group:-**

An Agarbatti producer group was formed at Kamalpur, Dhalai Tripura by involving 20 women members from the cluster. The members of the group are women and are actively involved in the production activities at the centre. During the quarter Capacity Building Training on Mechanized rolling was organized by involving 20 members of '**United friends Agarbatti Producer** for duration of 30 days from 17<sup>th</sup> August to 20<sup>th</sup> September, 2016 ( The program was postponed for 3 days due to some group problem).The artisans were trained on the technique of handling Agarbatti rolling machineries, different safety measures to be followed, production process of Agarbatti rolling activities, quality production, minimizing the wastage etc. The women member of the group maintains the record books of the group and other group related activities. They are regularly involved in the production of agarbatti rolling and are earning their livelihood through these activities. TBM supported the group by providing agarbatti rolling machines, skill upgradation training, providing market linkages etc.



**Snapshots of On Going Production Activities throughout out the State**





**Demonstration and Maintenance of Machineries by the Technical Persons of TBM at different agarbatti rolling unit:-**





## 2.2. Other Activities in Incense sector

### **Present Status of Incense sector in Tripura and reviving action being taken by TBM**

The average annual production & exports of bamboo sticks from Tripura to the Agarbatti Industry of India was around 25,000 MT few years back which has now reduced to less than 5,000 MT (FY2015-16). This is basically due to change in technology adopted by the Global Agarbatti sector, change in International trade regime etc. A large number household of the state and the district in particular, are dependent on bamboo stick making for their livelihood. Bamboo stick making is a traditional village industry of Tripura which dates back to last 30-40 years.

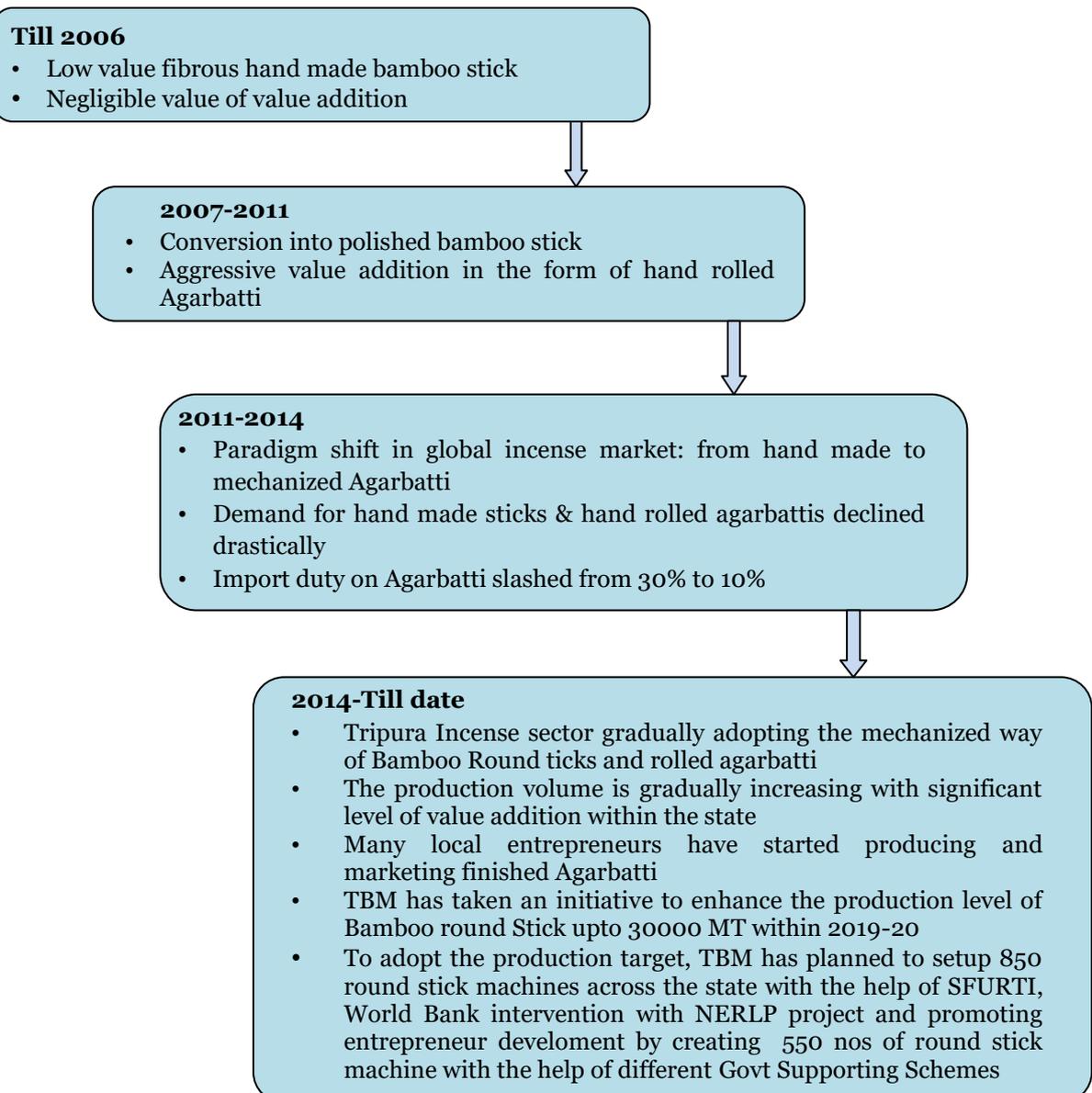
India is the largest producer, consumer and exporter of finished Agarbatti in the world. While the Indian Agarbatti sector is growing @ 14-17% every year, there has been a fast transition from hand made products to semi-mechanized products in last 2-3 years. Tripura used to be the leading supplier (more than 70%) of Bamboo Stick, the basic raw material for Agarbatti industry, in India. But due to shift from manual (handmade sticks) to semi mechanized manufacturing process (round sticks), Tripura has lost its position with demand of handmade bamboo stick reducing drastically. This has affected the bamboo economy of the state and resulted in many households getting jobless.

While the state is gradually shifting towards semi-mechanized production process, the state government, through Tripura Bamboo Mission, is taking steps to revive the sector in a war footing manner.

Due to shift from handmade bamboo sticks to round bamboo sticks and reduction in import duty from 30% to 10%, the demand for the sticks produced in the state started decreasing. In last 3-4 years, the production of Bamboo Stick has reduced to one fifth of its capacity. Reciprocating to this situation, the local entrepreneurs with active support from Tripura Bamboo Mission established few round bamboo sticks unit as experimental basis. However, as of now the technology has been customized by the local entrepreneurs and with huge market demand both outside & within the state, the bamboo round stick production need to be adopted in a large way.

Movement of sticks produced in Tripura for export has been gradually reducing. As a result, the stock of holding sticks at warehouses is increasing day by day thereby increasing vulnerability of loss due to huge capital investment and other risks. As mentioned by the society members, good quality bamboo stick (mostly machine made) in large volumes are being imported to India from South East Asian countries like Vietnam etc. After declaration of cut in the import duty from 30% to 10% by the Central Government about 2 years back, cost competitiveness for import to India has increased giving stiff competition to the stick traders from NE states especially Tripura.

The estimated business turnover of bamboo stick though has increased from Rs. 12.90 crore (in 2007) to Rs. 61.30 crore (in 2013), but profitability of the business as a whole and return to the artisans in particular has not increased significantly considering increased cost of raw material, labour and inflation. The business received a huge setback when import duty was cut in 2011 forcing local traders to reduce selling price of sticks to ensure continuous outflow of sticks. This situation directly impacted livelihoods of about 1.50 lakh artisans of the state.



It obvious that the profession of bamboo stick making as rural livelihood has become very low remunerative. Many artisans have already left the job and a large number of existing artisans are in the verge of leaving the job. Their livelihoods are at stake which will in turn provide a major setback to the economy of the state/region.

This is to mentioned here that, with changing demand of the market, Tripura Bamboo Mission has introduced appropriate technology (in terms of improvised tools, techniques etc.) to match the quality of sticks at par with imported sticks.

### **Meeting with ITC on marketing aspects of Bamboo Round Stick & Raw Batti from Tripura:-**

Due to change in incense global business regime, the incense sector has seen a paradigm shift from manual process mechanized process. Due to this, the incense sector in Tripura, which was mostly manual based, experienced a downfall in production and turnover. Reciprocating to this, TBM has introduced, disseminated and expanded the industry acceptable technology in the incense clusters of the state. The state is gradually gearing up to reach the volumetric production of bamboo stick and raw batti as it was doing earlier.

On the above context, the marketing linkage for the clusters is also been intervened by TBM in a cohesive manner. A meeting was held between a team, comprising of the Director- Industries, Dy. Mission Manager- TBM & the local vendor of TBM and the officials of ITC- SBU-Safety matches & Agarbathi business at ITC office in Chennai on 29<sup>th</sup> December, 2015.

The meeting was fruitful in terms of ITC agreeing to purchase Round Bamboo Stick and raw batti in bulk from Tripura. It was decided that, export of round bamboo stick and raw batti of ITC specification in truckloads from Tripura will be started within this financial year. The perfuming unit may be re-started after reaching critical volume of 25 MT raw batti per month.

### **List of Bamboo Round Stick Units in Tripura**

Sl. No	Name of Firm/ Unit	Contact Person	Location	Phone No.	No. of RS m/c	Monthly Capacity, MT
1	Biswas Domestic Products	Suman Biswas	Udaipur	9856423939	2	2
2	Manoram Bamboo Industry	Ramkrishna Debnath	Agartala	9774015626	2	2
3	Banik Agro Forest Products	Sankar Banik	Kumarghat	9436464591	7	7
4	Unakoti ASC Society	Ajit Ghosh	Kumarghat	9436134527	2	2
5	Unakoti ASC Society	Shyamal Debnath	Kumarghat	9436134530	2	2
6	Unakoti ASC Society	Anup Choudhury	Kumarghat	9436134677	2	2
7	Unakoti ASC Society	Satyaranjan Dasroy	Kumarghat	9436134692	2	2
8	P S Green Gold Bamboo Industry	Partha Chakraborty	Dharmanagar	7085588088	5	5
				<b>Total</b>	<b>24</b>	<b>24</b>

### 3. PROGRESS ACHIEVED IN HANDICRAFTS SECTOR

#### 3.1. Progress achieved under different project head

##### **Project Name: Integrated Development of Bamboo Handicraft Clusters in Tripura supported by NE Council**

###### About the Project:

The project “Integrated Development of Bamboo Handicraft Clusters in Tripura” has been approved by the North Eastern Council vide their letter no.NEC/IND/TR/13/2011 dated 23/03/2012. The total project cost is Rs. 441.25 lakh (NEC: 90%, GoT: 10%).

Implementation of the project started in the 3rd quarter of FY2012-13.

The project aims to develop integrated bamboo handicraft clusters at 6 locations in the state of Tripura. It entails establishment of bamboo craft production centres, development of new designs, skill development of artisans, capacity building of the producers to run their own grassroot organization and establishing linkage with mainstream markets. The major craft category includes basketry, mat, mat based utility, carving, pasting, furnishing crafts.

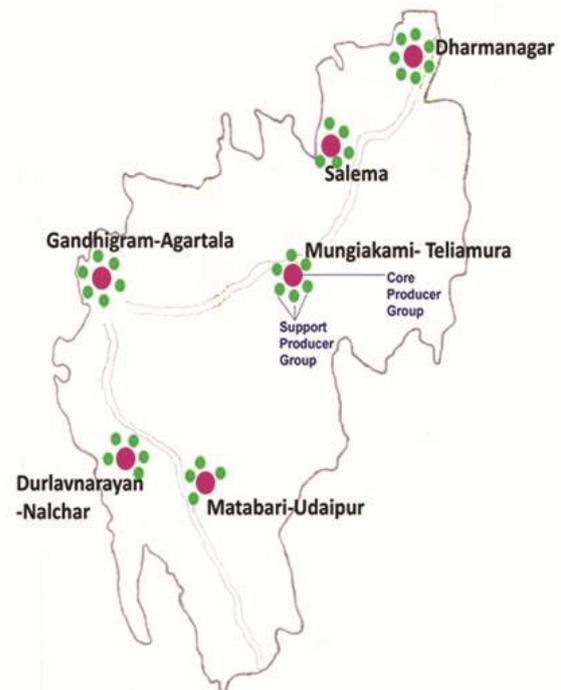
The project locations are- 1) Dharmanagar, 2) Salema, 3) Teliamura-Mungiakami, 4) Gandhigram- Agartala, 5) Durlavnarayan-Nalchar & 6) Matabari-Udaipur.

The Key activities/interventions under this project are- Mobilizing & identifying beneficiaries, organizing beneficiaries & institutionalizing them as craft producer groups, Technological intervention including design & skill development and capacity development to industry standards, Marketing interventions- exploring different marketing channels and penetrating into mainstream & upscale markets, Financial support to build producers’ working capital.

###### Project Implementation & Progress

The project implementation started in the FY 2013-14 with baseline survey at the selected project locations. The project is a challenging one as the project locations does not have any traditional bamboo commercial activity in large scale. However, TBM’s strategy to expand the production base is portrayed from acceptance of this project.

Tripura Bamboo Mission has deputed a dedicated team of professionals including livelihood experts, designers, marketing expert etc. to provide holistic support for inclusive growth of the clusters; a full time cluster manager has been deputed at each



location. Craft producer groups have been formed at the clusters as the core producer of finished goods and several bamboo intermediate product support groups formed in the catchment areas to support the core producer groups. The core producer Groups formed are- Juri Craft Producer Group (Dharmanagar), Dhalai Craft Producer Group (Salema), Chakmaghat Craft Producer Group (Mungiakami-Teliamura), Malancha Craft Producer Group (Gandhigram- Agartala), Neermahal Craft Producer Group, (Durlavnarayan-Nalchar) & Matabari Craft Producer Group (Udaipur- Matabari).

Project Implementation & Progress till date:-

- The project is being implemented as per the prescribed guidelines of NE Council.
- Rs. 100 lakh has been released as first instalment in 2013; Utilization Certificate for the same amount has been submitted to NE Council in July, 2014. Corresponding 10% state share Rs 10.00 lakhs has also been released by state government and utilized.
- The second instalment of Rs. 145.90 lakh has been released by the NE Council and Utilization Certificate for the same amount has been submitted to NE Council. Corresponding 10% state share Rs 14.59 lakhs has been released by state government and utilized.
- The third instalment of Rs. 100.00 lakhs has been placed by the NE Council to GoT and the same has been released to IA and utilised for implementation of the project.
- So far the interventions done by TBM under the project include the following-
  - Mobilization & Identification potential craft pockets & beneficiaries- mobilization camps organized at each project locations
  - Institution Building- formation of artisan community producer organizations has been undertaken. Initially 6 producer groups have been formed as core groups. Other new groups are being readied. The group members have been trained in different aspects of group formation & management. As the core strategy of TBM, all these producer groups in future will be federated as a Producer Company for sustainable operation in the long run.
  - Technological Intervention: The group members have been trained under the programmes a) design & technical development workshop, b) skill development workshop c) integrated design & technical development workshop. Apart from this, exposure visit to various clusters, markets & institutes like BCDI, Agartala have also been arranged.
  - Marketing Intervention: As per the project guideline, various initiatives has been undertaken to market the handicraft produced by the groups. While TBM Trade Facilitation cell supports them exclusively for getting orders, promotion & publicity has been undertaken using catalogues, posters, internet/ online marketing, video documentary etc. The handicraft products has been exhibited in various national & international fairs & exhibitions like IITF, Kerala Bamboo fest etc. to name a few.
  - Financial Intervention: Full time cluster managers to support the producer groups have been deputed. The margin money for the artisan members are being gradually released based on the production requirement & performance of the group.
  - Cluster specific infrastructure related intervention: six common facility centers are to be built in each cluster under the project. It has been planned that, the construction may start in due time after release of fund under this project component. Some improvised tools & implements required by the existing groups have been provided to them.

<b>Physical Progress Achieved</b>				
		Key Project Mandate	Progress Achieved	Remarks
<b>1</b>	<b><i>Mobilization &amp; Baseline</i></b>			
	Mobilization & Baseline	12 camps(two camps in each cluster)	12 camps ( 2 camps in each cluster)	Completed
<b>2</b>	<b><i>Technological Intervention</i></b>			
	Design & Technical Development Workshop - 15 days	480 artisans	383 artisans	97 artisans to be trained
	Skill Development Training for Handicraft Artisans- 4 months	320 artisans	330 artisans	Completed
	Integrated Design & Technical Development Programme- 6 months	400 artisans	373 artisans	27 artisans to be trained
	Organizing Seminar and Symposium	1 State level Seminar	Organised in August at Pragna Bhawan	107 persons Participated
<b>3</b>	<b><i>Institution Building</i></b>			
	<i>Institutional Development</i>	Formation of Artisan owned producer organization	21 Producer Groups formed till date, 20 groups have started commercial production.	After the construction of CFC at 6 locations, Society will be formed.
<b>4</b>	<b><i>Marketing Interventions</i></b>			
	Organizing Exhibitions & participations in Fairs	4 exhibitions(2 outside the state & 2 within the state)	2 exhibitions outside the state. Participation in State level SARAS Fair, Industry Fair. Participation in IITF- New Delhi, Kerala Bamboo Fest, 2013, 2014 & 2015. Look East Business Show, North East Social Impact Award, Global Bamboo Fest at Indore, Home Expo 2016 at Knowledge park, Greater Noida,	Artisans members have participated in fairs & exhibitions
	Publicity through printing and electronic media	Printing of Catalogues, Brochures, Folders, Craft Maps, Craft Directory, B2B e-portal, CD Rom, Video Film ,Printing of Books on Craft, advertisement through posters	Marketing tie up with NEHHDC, THHDC, Mother Earth, Giskaa. B2B marketing through eBay, Flipcart, Snapdeal, realshoppee.com, Indiamart.com, tradeindia.com, Indiatradezone.com. Mebelcart.com, Idiort.com, Khadiindia.net, TBM Portal	

			with payment gateway facilitating direct online selling. Printing of Tripura Directory, Catalogues, Craft Maps. Video Documentary prepared	
	Exposure Cum Study Tour	Exposure Visit Outside the State- 20 artisans	20 artisans participated in Study Cum Exposure Visit at Industree Crafts Foundation, Bangalore	
	Enterprise Development Programmes	2 training Programme	2 training Programme	At TBM resource centre
5	<b>Financial Intervention</b>			
	Margin Money Support	650 artisans	26 artisans at Gandhigram 36 artisans at Mungiakami, 60 artisans at Salema , 30 artisans at Dharmanagar, 32 artisans at Durlavnarayan, 22 artisans at Matabari	The margin money is deposited to the groups account to use it as their working capital
	Wage compensation to Cluster Manager	Wage of 6 cluster managers	6 cluster managers deputed	Wage payment is clear till date
6	<b>Cluster Specific Infrastructure</b>			
	CFC Building	CFC at 6 locations	Construction of CFC at Narsingarh, Salema, Khas Chowmuhani Completed and are operational	Construction of Dharmanagar and Matabari are going on. Land for Mungiakami has been finalised

### List of Groups with details

Sl. No	Name of the Group	Cluster	Total Active Member	Contact Person	Mobile No
1	Juri Craft Producer Group	Dharmanagar	5	Priyabrata Chakraborty	9774914276
2	Bhairabthali Craft Producer Group	Dharmanagar	10	Priyabrata Chakraborty	9774914276
3	Shibsokti Craft Producer Group	Dharmanagar	14	Priyabrata Chakraborty	9774914276
4	Amulya Craft Producer Group	Dharmanagar	13	Priyabrata Chakraborty	9774914276
5	Dhalai Craft Producer Group	Salema	30	Liton Das	9612675238
6	Bamanchara NandaKishorepara Craft Producer Group	Salema	40	Liton Das	9612675238
7	Nakful Craft Producer Group	Salema	15	Liton Das	9612675238

Sl. No	Name of the Group	Cluster	Total Active Member	Contact Person	Mobile No
8	Rangitilla Craft Producer Group	Mungiakami, Teliamura	7	Abhijit Sutradhar	8118926886
9	Lok Nath Craft Producer Group	Mungiakami, Teliamura	12	Abhijit Sutradhar	8118926886
10	Unnati Craft Producer Group	Mungiakami, Teliamura	17	Abhijit Sutradhar	8118926886
11	Om Craft Producer Group	Mungiakami, Teliamura	24	Abhijit Sutradhar	8118926886
12	Malancha Craft Producer Group	Gandhigram Cluster	11	Jayanta Kr. Deb	9862479707
13	Nutanpalli Craft Producer Group	Gandhigram Cluster	10	Jayanta Kr. Deb	9862479707
14	Ujjayanta Craft Producer Group	Gandhigram Cluster	16	Jayanta Kr. Deb	9862479707
15	Maitei Bamboo Furniture Group	Gandhigram Cluster	7	Shiba Prasad Datta	9089581019
16	Sanchay Craft Producer Group	Durlavnarayan. Nalchar	12	Ganesh Nama	9077122159
17	Surabi Craft Producer Group	Durlavnarayan. Nalchar	9	Ganesh Nama	9077122159
18	Udayan Craft Producer Group	Durlavnarayan. Nalchar	14	Ganesh Nama	9077122159
19	Mahamaya Craft Producer Group	Durlavnarayan, Nalchar	12	Ganesh Nama	9077122159
20	Matabari Bamboo Craft Producer Group 1	Matabari	16	Tapash Dey	9856929125
21	Matabari Bamboo Craft Producer Group 2	Matabari	20	Tapash Dey	9856929125

**Detail of Activity during July to September, 2016:**

- During the quarter, a new group formed at Dharmanagar Cluster by involving 13 members of the cluster. A group have been formed in the name of ‘**Amulya Craft Producer Group**’. A separate account has been formed in the name of the group where all the group related transactions are done. The group is active with regular savings, group meetings, production and other group related activities.
- During the quarter 14 artisans from ‘**Shib Shokti Craft Producer Group**’, Dharmanagar Cluster has been started in production of bamboo & cane furniture .
- 13 artisans from ‘**Amulya Craft Producer Group**’, Dharmanagar Cluster have been involved in Design & Technical Development Workshop for duration of 15 days from 24<sup>th</sup> June to 8<sup>th</sup> July, 2016. The artisans of the group were trained on weaving of

different designs of bamboo & cane furniture. The focus was given on proper finishing and packaging of the products.

- The groups are linked with the local buyers in order to ensure regular buy back linkage. TBM trade facilitation cell is also supporting the groups in marketing of their products.
- During the quarter 7 artisans from '**Bhairabthali Craft Producer Group**', Dharmanagar Cluster were trained on weaving of different designs of bamboo & cane furniture. The members of the group were also trained on group management, maintaining record books etc.
- During the quarter 12 artisans from '**Loknath Craft Producer Group**', Mungiakami Cluster were trained on weaving of different new designs of bamboo decorative products, bamboo basketry products etc and started production as per market demand.
- 25 artisans from '**OM Craft Producer Group**', Mungiakami Cluster has been involved in Skill Development Training for Handicraft Artisans for duration of 4 months from 03-06-2016 to 7-10-2016. The artisans were trained on different bamboo decorative products which may have huge demand in the market.
- 40 artisans from '**Bamanchara Nandakishorepara Craft Producer Group**', Salema Cluster has been involved in Integrated Design & Technical Development Workshop from 21-06-2016 to 28-10-2016 for duration of 6 months. During the training the artisans were trained on weaving different new designs of bamboo lamps, baskets which have high demand on the market. The artisans were trained on proper treatment, finishing & packaging of the products.
- During the quarter 18 artisans from '**Ujjayanta Craft Producer Group**', Gandhigram Cluster was involved in Integrated Design & Technical Development Workshop from 16-06-2016 to 16-12-2016 for duration of 6 months. The artisans were trained on different designs of bamboo mat based utility products.
- Construction of CFC of Salema & Khas Chowmuhani Cluster Completed. Land for Mungiakami & Matabari Cluster identified and construction work of Dharmanagar cluster is started.

#### Status of Construction of Common facility centre

Sl. No.	Name of Cluster	Location of CFC	Built up area	Status
1	Dharmanagar	North Ganganagar GP	1500 sq. ft.	Construction work ongoing
2	Mungiakami	Vivekananda GP	1500 sq. ft.	Land finalised
3	Matabari	Fulkumari GP	1500 sq. ft.	Construction work ongoing



***Production of Bamboo & Cane Products at Dharmanagar Cluster***

### **Salema Cluster**

During the quarter 40 artisans from '**Bamanchara Nandakishorepara Craft Producer group**' have been involved in Integrated Design & Technical Development Workshop from 21-06-2016 to 21-12-2016 for duration of 6 months. The members of the group were trained on weaving different new designs of bamboo lamp shades and basketry products. The group is active with regular savings, group meeting and other group related activities. The members of the group are regularly involved in the production activities at the centre. Local entrepreneur has been linked with the group to ensure regular market linkages. The artisans of the group are earning their livelihood through these activities.

During the quarter the members of the '**Dhalai Craft Producer Group**' are engaged in the production of Bamboo Basketry. The artisans are focusing mainly on the finishing of the products in order to capture high yield market by minimizing the wastage of raw materials. The artisans are actively involved in the production activity and earning their livelihood through these activities. . The group is functional with regular production activity, group meetings, savings, maintaining record books and other group related activities

15 artisans from '**Nakfull Craft Producer group**' have been involved in the production of bamboo basketry during the quarter. The artisans of the group were trained on the basic weaving pattern of making bamboo basketry products, proper treatment and dyeing procedure etc. The group is functional with regular group meeting, savings, maintaining book of records, production and other group related activities. The group has been linked with a local buyer to ensure regular marketing linkages. The artisans of the group are now aware of maintaining the quality of the products to catch hold high end market.

Constructions of Common Facility Centre at Salema Cluster completed and are operational during the quarter. The Centre have separate space for treatment and dyeing area, working area, raw materials stock, stock of finished goods. The centre has availability of different tools and machineries required for making bamboo lamps and basketry products.



*Meeting with the group members at Salema Cluster*



***Production of Bamboo Lamp Shades & Bamboo Basketry at Salema Cluster***



***Common Facility Centre established at Salema Cluster and are operational***

### **Mungiakami- Teliamura Cluster**

During the quarter 12 members from ‘**Loknath Craft Producer Group**’ have been involved in treatment and dyeing procedure of bamboo, different new designs of bamboo basketry and decorative products, handling and maintenance of different tools & machineries, proper weaving patterns etc. The artisan of the group was made aware regarding the importance of maintaining the quality of the products to capture high end market. The group is functional with regular production activities, maintaining book of records, regular group meetings, savings and other group related activities. A local trader has been involved with the group to ensure market linkages. All the group related transactions are done in the separate account formed in the name of the group. The

members of the group are earning their livelihood through these activities. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been involved in marketing the products within and outside the state.

During the quarter 7 artisans from '**Rangitilla Craft Producer Group**' have been involved in the production of bamboo turning products like flower vase, pen stand etc . The artisans were trained on Skill up gradation on bamboo turning products, proper treatment of bamboo, proper lacquering, proper cutting system for making designs, proper techniques of handling the machineries, proper finishing, packaging etc. The group is functional with regular group meetings, savings and other group related activities. The group has a separate account where all the group related transactions are done. The group has been linked with the local buyer to ensure market linkages. TBM supported in marketing of the products that attracted buyers from within and outside the state. At present the members of the group are regularly involved in the production activities at the centre and are earning their livelihood through these activities.

25 members of '**Om Craft Producer Group**' have been involved in the Skill Development Training for Handicraft Artisans for duration of 4 months from 03-06-2016 to 03-12-2016. The artisans of the group were trained on proper treatment procedure, weaving pattern of decorative items, proper handling and utilization of tools, safety measures, minimum wastage of raw materials, proper finishing and packaging of products etc. The artisans were also trained on the group management activities. The group related transactions are done in the account formed in the name of the group. Local buyers have been linked with the group to ensure regular market linkages. Simanta Handicraft Products Private Ltd, promoted by Tripura Bamboo Mission has been formed with objectives of supporting the group by providing regular market linkages. The members of the group are regularly involved in the production of bamboo decorative items and are earning their livelihood through these activities.

During the quarter 17 members from '**Unnati Craft Producer Group**' have been involved Skill Development Training for Handicraft Artisans from 13-05-2016 to 13-11-2016. The duration of training programme is 4 months. The members of the group were trained on weaving different new designs of bamboo decorative and basketry items. The artisans were also trained on handling and maintaining tools and machineries. All the members of the group are women who are earning their livelihood through bamboo based activities. The artisans of the group mainly focus on the quality and finishing of the products. A local buyer has been linked with the group to ensure market linkages. The group is functional with regular group meetings, savings and other group related activities. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been formed with objectives of providing market linkages to the group.

Land for Construction of Common Facility Centre has been finalized.





*Production of Bamboo based products at Mungiakami, Teliamura Cluster*

### **Gandhigram- Agartala Cluster**

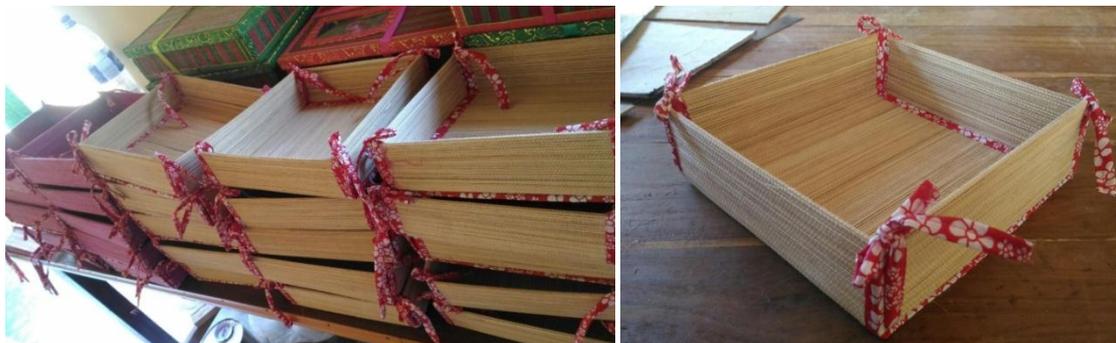
During the quarter 18 members of '**Ujjayanta Craft Producer Group**' have been involved in Integrated Design & Technical Development Workshop for duration of 6 months from 16-06-2016 to 16-12-2016. The members of the group were trained on different new designs of bamboo mat based utility products, proper stitching and cutting methods to bring about better finishing of the products. The artisans were also trained on proper treatment and dyeing of bamboo sticks. The members of the group were also trained on weaving of mat, maintaining the quality. They were trained on handling and maintaining tools and sewing machineries, maintaining the safety measures. The group is active with regular meetings, savings, maintaining book of records, production activity and other group related activities. TBM has supported in the marketing of the products of the group. All the group related transactions are done in the separate account formed in the name of the group. Simanta Handicraft Products Pvt. Ltd promoted by Tripura Bamboo Mission has been formed with objectives of providing marketing support to the group.

During the quarter 10 artisans of '**Nutanpalli Craft Producer Group**' have been actively involved in the production of mat based value added products. The artisans were trained on proper stitching procedure, maintaining proper dimension of products, handling of stitching machineries and tools etc. The group members were also trained on maintaining book of records, group activities etc. The group members are actively involved in the production activities and are earning their livelihood through these activities. The group is functional with regular meetings, savings and other group related activities. Local traders have been linked with the group to ensure regular market linkages. TBM also supported the group in market linkages within and outside the State.

Seven members of '**Meitei Bamboo Furniture Group**' have been actively involved in the bamboo Furniture making during the quarter. The artisans of the group are actively involved in the production activities at the Centre. The artisans of the group have been trained on proper techniques of making bamboo chairs and tools, proper finishing and packaging of products. A separate account has been formed in the name of the group where the entire group related transactions are done. TBM supported in marketing the products from within and outside the state. The members of the group are earning their livelihood through these activities.







***Production of Bamboo Mat based Utility products by the artisans of Gandhigram Cluster***

### **Durlavnarayan- Nalchar Cluster**

During the quarter 12 members of ‘**Sanchay Craft Producer Group**’ have been actively involved in the production of bamboo basketry products. The group is functional with regular savings, group meetings and other group related activities. The members of the group were trained on proper treatment and dyeing procedure, weaving new designs of bamboo basketry products maintaining proper finishing of the products. The group members are women and are maintaining the record books of the group, production

activities and other group related activities. The members of the group were also trained on group management which involves record keeping, dos and don'ts of group, responsibilities of group leaders, members etc. The members are regularly involved in the production activities and are earning their livelihood through these activities. The local entrepreneur has been linked with the group to ensure regular market linkages. Moreover '**Simanta Handicraft Products Pvt. Ltd**', promoted by Tripura Bamboo Mission has been formed to support the group by providing regular market linkages.

10 artisans from '**Surabi Craft Producer Group**' have been involved in the production of bamboo basketry during the quarter. The members of the group were trained on proper treatment and dyeing procedure of bamboo, weaving different new designs of bamboo basketry, proper finishing of the products etc. The group is functional with regular savings, group meetings and other group related activities. The local buyer is linked with the group to ensure regular market linkages. TBM is also supporting the group by providing market linkages within and outside the state.

During the quarter 12 members from '**Uday Craft Producer Group**' have been involved in the production of bamboo basketry products. The members of the group regularly involved in the production of bamboo basketry products at the centre and are earning their livelihood through these activities. During the training period the artisans will be trained on weaving different new designs of bamboo basketry and bamboo mat (*Chatai*), importance will be given on the maintaining the quality and finishing of the products, proper treatment and dyeing procedure. The members of the group are women and are actively involved in the group activities like maintaining record books of the group, production activities etc. The members of the group also deal with the local buyer and make agreement with the buyer regarding product quality, cost, delivery date etc. Tripura Bamboo Mission also supports the group by providing market linkages within and outside the state.

12 members from '**Mahamaya Craft Producer Group**' have been actively involved in the production of bamboo basketry products during the quarter. After the training programme the artisans are regularly involved in the production activities at the centre. The members of the group were trained on the different new designs of bamboo basketry products which have a high value in the market. The group has been linked with the local buyer to ensure regular market linkages. Tripura Bamboo Mission has also provided the technological support by providing various locally used cutting tools and machineries to the members of the group. Tripura Bamboo Mission is also supporting the group by providing marketing support within and outside the state. The members of the groups are regularly maintain the record books, doing savings and meeting of the group and other group related activities. A separate account has been formed in the name of the group where all the group related transactions are done.

Constructions of Common Facility Centre at Khas Chowmuhani Cluster completed and are operational during the quarter. The Centre have separate space for treatment and dyeing area, working area, raw materials stock, stock of finished goods. The centre has availability of different tools and machineries required for making bamboo basketry product





***Production of Bamboo Basketry at Khas Chowmuhani, Durlavnarayan Cluster***

### **Matabari-Udaipur**

During the quarter the artisans of '**Matabari Bamboo Craft Producer group 1**' have been involved in the production of bamboo panel and bamboo decorative products. The members of the group are actively involved in the production of bamboo based activities at the centre and are earning their livelihood through these activities. After the training programme the artisans are now aware of maintaining the quality and finishing of the products. The group is functional with regular saving, group meeting, maintaining record books and other group related activities. Local entrepreneur have been linked with the group to ensure market linkages. TBM is also supporting the group in marketing of products within and outside the state. The artisans of the group are also involved in producing new sample of bamboo products which may have high demand in the market. The artisans of the group are also involved in marketing the products, negotiating with the buyer regarding the price of the products, maintaining the group activities etc. The members of the group are women and are actively maintaining the record books of the group and production activities.

20 members from '**Matabari Bamboo Craft Producer Group 2**' have been actively involved in the production of bamboo panel during the quarter. The members of the group are women and are earning their livelihood through bamboo based activities. The group is functional with regular meetings, savings, maintaining book of records, production activities and other group related activities. All the group related transactions are done in the separate account formed in the name of the group. A local entrepreneur has been linked with the group to ensure regular market linkages to the group.

During the quarter land for construction of Common Facility Centre has been identified but not yet been finalized.





*Production of Bamboo Panel at Matabari Cluster*

### **Baikhora**

Natural Weaves & Craft is the major producer of bamboo mat & sheetal pati based utility products in the cluster. There are 12 member artisans who are actively engaged in production activities and earning their livelihood. The products are marketed mostly outside the state. While the main value addition is done by the producer society's CFC at East Charakbai village, there are at least 200 artisans linked to the cluster who supply bamboo mat & sheetal pati. The producer has established themselves as a recognized supplier of products in different parts of the country. TBM is supporting them by facilitating market linkages, getting orders as well as streamlining their production for enhanced quality & quality. The group is planning to expand its production base by engaging more artisans and facilitating credit linkages for working capital.





***Production of Bamboo Mat based bags, folder etc by the artisans of Baikhora Cluster***

### **Kaladhepa**

During the quarter 18 artisans actively involved in the production activities at Kaladhepa Centre. Kaladhepa is an emerging cluster of bamboo mat based utility handicraft production in the state. The main producer group is the Gairing Society, formed by the local craft persons of Kaladhepa village under Manubazar R. D. Block. The CFC at Kaladhepa is the main centre for value addition in the cluster and is managed by the Gairing Society. After initial hurdles, the society has started commercial production of bamboo handicraft. The main product categories are, bamboo mat (woven on handlooms), Bags, accessories & home utilities made using mat by stitching, pasting, cutting techniques. TBM is supporting the society in getting bulk orders throughout the year.





Production of Bamboo Mat based products at Gairing Society, Kaladhepa Cluster

### **TBM Resource Centre**

Bamboo Craft Skill Resource Centre has been set up at Shed No. 3, A. D. Nagar Industrial Estate, Agartala. The producers located at different parts Tripura need a central facility for managing raw material & finished product flow, demonstration of techniques, quality testing lab for different materials, warehousing, hands-on-training so that. Apart from being a support centre, it is a model demonstration centre for handicraft & agarbatti. Considering a state level private limited company is being formed by the producers, the proposed Resource Centre is essential to manage the entire operation centrally.

Facilities to be available at TBM Resource Centre for SHGs, Producer Societies, Enterprises, NGO s etc. are,

- Product Development: Stitching, Cutting, Pasting & Weaving based Bamboo Handicraft
- Demonstration & Testing Facility: Raw Agarbatti, Agarbatti Perfuming, Quality Testing
- Raw Material Bank: Dye, Treatment materials, essential material for bags & accessories, Fragrance, Agarbatti packaging material, Spares
- Training & Exposure: Demonstration & Hands-on-training for artisans, NGOs, Entrepreneurs, SHGs

- Warehouse: Finished Goods (Handicraft & Agarbatti) inventory, central supply chain management
- Enterprise Development programme was organized by involving the artisans from different producer groups involved in the production of Bamboo handicraft products like bamboo mat based products , basketry, furniture, turning products etc and agarbatti stick and raw agarbatti producing artisans .



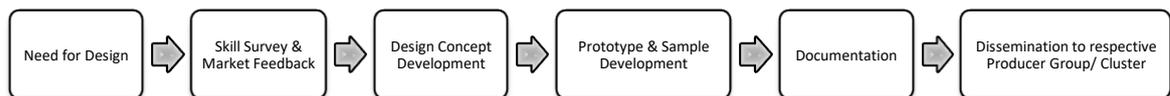
Production Activities at Bamboo Craft Skill Resource Centre, A. D. Nagar Industrial Estate, Agartala

### 3.2. Design Intervention

Design development is an important activity of TBM to keep the clusters updated about the latest trends in handicraft. An exclusive 'Design Cell' (TBM-DC) has been set up at

the TBM Craft Skill Resource Centre at A. D. Nagar where dedicated designer and master artisans have been deployed to develop very trendy yet user friendly craft ideas and prototyping of the same. The reasons behind setting up the Design Cell are to provide design prototype support to the clusters as well as improve marketing intervention. The designs are tested in the market and transferred to potential producers/entrepreneurs after prototyping.

The activities of design Cell are as follows:-



A glimpse of new products developed by TBM Craft Skill Resource Centre, A. D. Nagar, which have been produced during the quarter in the clusters, is given below:-





New Designs developed under TBM Craft Skill Resource Centre

### **Design & Technical Development Workshop supported by the Office of the Development Commissioner (Handicrafts):-**

Two Design & Technical Development Workshop on ‘Bamboo Lighting’ & ‘Bamboo Knockdown Furniture’ was organized at Dattapara, Jogendranagar & Kalibazar CFC from 8<sup>th</sup> July to 20<sup>th</sup> July, 2016. The 15 days workshop involving 30(Thirty) artisans has been conducted with grant-in-aid received from the O/o the Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India. Mrs Neera Pratul & Mr. Pratul Jais, empanelled designers from NIFT were engaged in the workshop. Total 15(fifteen) designs will be developed with 3 prototype for each design. Simanta Handicrafts Products Pvt. Ltd , promoted by TBM has taken the initiative to market the newly developed.

### **Snapshot of Activities:-**

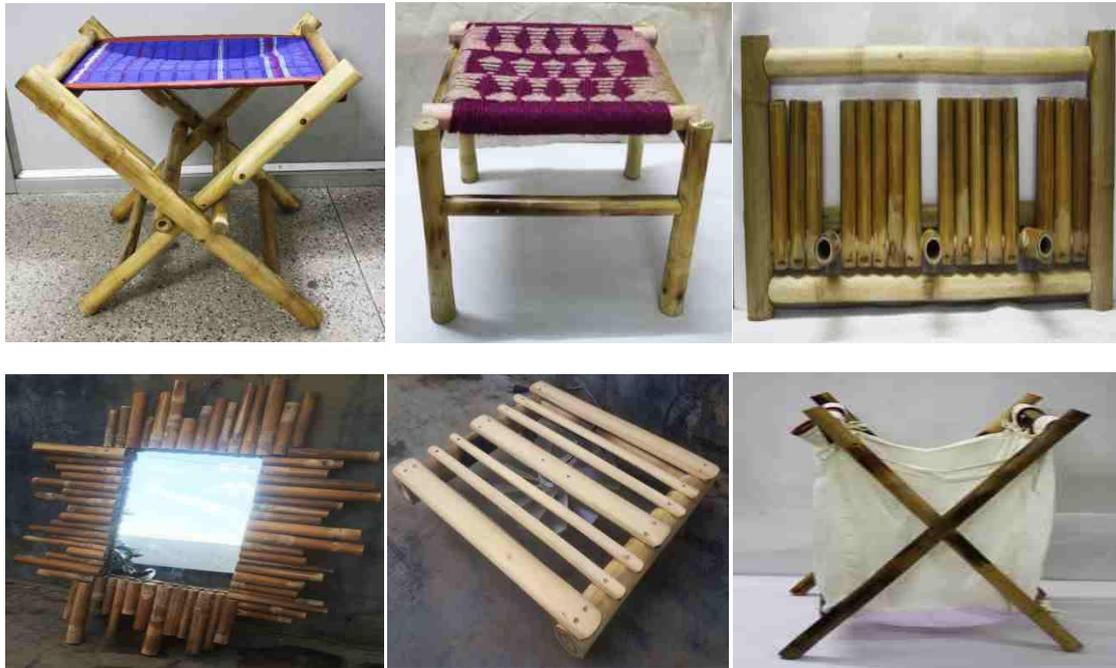




Design & Technical Development Workshop at Dattapara CFC  
Jogendranagar & Kalibazar CFC



Designs developed under Bamboo Lighting at Dattapara CFC



Designs developed under Bamboo Knock Down Furniture Kalibazar CFC

### 3.3. Marketing & Trade Facilitation

From October 2015 to September, 2016 major marketing interventions by Tripura Bamboo Mission are as follows.

#### Key products marketed –

- Mat based Utility Bags
- Baskets with handle
- Hand fan
- Table Mat
- Jewellery Box
- Gift box & pouches
- Bamboo briefcase
- Jhola bags (multi-utility low cost bag)
- Traveling Pouch
- Low cost Conference bags
- Sheetal pati File Folder
- File Cover
- Various types of hand bags & purses

#### Major Buyers

- Innership Lifestyle, Mumbai
- Neeraja Reddy, Hyderabad

- Shivani Organic, Bengaluru
- International Buddhist Confederation, New Delhi
- North East Handloom, Handicrafts Development Corporation Ltd. (NEHHDC Ltd.)
- Ashok Exports, New Delhi
- Kalyan Creation, Chennai
- Sanchi Bags, Kerala
- Souvneigner Shop , Mohali.
- Rajasthan Craft, Jaipur
- Priyanka Polymers, Thane- Maharashtra.
- Kapishmart.
- [www.tealcart.com](http://www.tealcart.com)
- [www.mebelcart.com](http://www.mebelcart.com)
- [www.bindbind.com](http://www.bindbind.com)
- [www.nehhdc.com](http://www.nehhdc.com)

**Simanta Handicraft Products Pvt. Ltd.** is now operational and provides marketing support to producer group located across the state.

### 3.5. Findings of Market Study by MART

Despite rich & long & rich tradition, pool of highly skilled artisans and array of contemporary designs, the handicrafts sector has not been scaled up significantly. Highly diversified market and consumer taste limits newly designed handicrafts to be marginally low volume produce. In this scenario, the price competition, investment and market risks are higher. Handicraft has more or less has been perceived as unique limited edition items and most of the time it is marketed with this same perception. On the contrary, there are handicraft products like Tripura Basket and Roll mat, which are produced and marketed in large volumes and undoubtedly, Tripura is the leading supplier of products of these categories in Indian market symbolizing high volume and cost competitiveness.

During mid 2015, TBM engaged Noida based leading consulting firm MART to undertake a study on marketing strategy and implementation plan for Bamboo Handicrafts of Tripura.

#### Objective of the study

- To study the existing supply chain and issues and challenges with primary producers associated with TBM
- To map the demand and market trends across state and national level market for identified bamboo handicrafts
- To develop a data base of existing and potential market players for establishing linkages across national markets
- To suggest an appropriate futuristic business plan for the producers including a detailed marketing and implementation plan

## **Methodology**

- Discussion with TBM team
- Stakeholder discussion
- Discussion with artisans and manager of Production Clusters
- Selection of products for market study
- Market Study in select geographies

## **Findings of the Study**

### **i) Tax regime and Taxation Mechanism**

- Central sales tax rate for handicraft items is 0%. This tax is chargeable by the seller and payable by the seller.
- The seller needs to be a registered handicraft dealer to take benefit of the 0% tax otherwise the sale should be charged as per alternate tax rate applicable to similar items listed under non-exempt category.
- This alternate tax rate shall vary with the category of the product of TBM.
- Tax chargeable by TBM will also vary based on the nature of the purchaser in case of entities not registered as handicraft dealers.
- If the purchaser intends to use the product for in-house consumption the tax rate will be different. Similarly, if the purchaser is able to issue a "C" form the tax rate will be much lower viz. 2% in most cases.
- However, all these considerations undergo further modifications based on the various states and the associated goods movement permits required for passing through them. In most cases, the seller insists that the buyer organize all paper works and send them across before dispatch of goods.
- Ideally, an organization should engage a tax consultant to identify the applicable laws and rules of business and guide the enterprise in dealing with legal compliances like taxation.
- It becomes more important because taxation rules are not static and undergo frequent changes without reference to any calendar schedule.
- TBM or the proposed private limited company should look for a person to be engaged as a tax consultant for receiving such guidance and safeguarding the business from penalties and risk of closure.

### **ii) Major Insights from Stakeholders Consultation**

- All production clusters are registered as not-for-profit Societies
- Production clusters follow decentralised production system with a central workshop for assembly and finishing
- The workshop often runs below capacity due to paucity of orders

- Production process is largely driven by supply side factors instead of market factors
- Production of traditional products is determined mainly based on raw material and skill availability rather than market demand
- Availability of right quality and adequate quantity of bamboo is a huge challenge
- Cost of procuring other inputs like Rexene (foam) sheets, adhesives, etc. is very high as they need to be brought from Kolkata
- Traditional artisans are reluctant to adapt themselves towards producing new design products
- Quality maintenance especially those related to size and structure is a challenge as production processes are mostly manual
- Artisans or traders do not have knowledge of established markets for the new design products
- Cost of production for new generation products are very high due to low output of artisans and high cost of inputs other than bamboo

### **iii) Awareness among customers and sellers**

- The basis of mapping is rapid market scan with specific focus on wholesalers and retailers dealing with bamboo based items in the major markets viz. Bhubaneswar, Bhopal, Pune, Hyderabad, Bangalore and Kolkata.
- Poor response received on the emailed catalogue by TBM does not give significant understanding on the awareness part.
- However, neither the new age products are practically known among sellers and nor are they interested in the same. They are more interested to take products as per their own designs and specification and look at TBM only as contract manufacturer with practically no requirement or role on design front.
- However, on the online platforms including e-commerce sites TBM has the independence to sell its own designed products
- Market segmentation of buyers has not come out as a relevant aspect since the limited numbers of traders that operate in bamboo based product cater to all segments of customers. Further, there are very few exclusive outlets (like Purbasha) that majorly deal in Bamboo items only.

### **iv) Functional similarity to existing products in the market including similarity in price points**

- Products selected under this study are currently found in the market either as bamboo based items or jute or totally of synthetic make.
- Table mat set or pen stand or folders: All these items are available in variety of forms like plastic, cloth, jute leather etc., their functional aspects are similar.

- On the other hand, products like coloured bamboo baskets, lamp shade, various boxes, ladies hand bags, mat based purses are not viewed as mainstream saleable items. Such nouveau items are considered unsuitable for functional purposes by buyers in mainstream market and find buyers only in market places like exhibitions or fairs.
- Therefore, the new age products of TBM have low uptake and are priced at a level much higher than the competition.
- The primary assumption of having a mainstream (regular) market for high value and high margin products does not stand up to our scrutiny, as the market scan clearly indicates. During the course of our market scan, we have not found any ready buyer for the items designed by TBM.
- Regardless of these findings, TBM either may at its own initiative talk to specific boutiques to find out if they are interested to trade in items designed by TBM or test its products on online platforms

#### **v) Market Findings**

- The market share of Tripura handicrafts (many a times, Tripura handicrafts marketed by players located in various states assumes the name of the supplying location and not of the production location) is negligible in the states though the retailers express that the demand is apparently very good in craft melas organized at state level throughout the year.
- The market of exclusive bamboo handicrafts is mostly limited to urban areas (largely Tier 1 cities) of many states e.g. Delhi in Delhi, Bhubaneswar and Cuttack in Odisha; Hyderabad in Telangana; Vishakhapatnam and Vijayawada in Andhra Pradesh, Chennai in Tamil Nadu, Kolkata in West Bengal, Mumbai and Pune in Maharashtra, Bhopal in Madhya Pradesh and Bangalore in Karnataka etc.
- Main marketing platforms for handicraft goods are the state level exhibitions organized by the Directorate of Handlooms and handicrafts, Societies, NGOs, and Artisans
- Mainstream supply chains are typically wholesaler, retailer centric
- Wholesaler and retailers based out of major cities are dependent on certain hubs (e.g. Odisha ones depend mainly on the Kolkata market and Assam for a host of other centres) for raw materials and finished bamboo craft products
- Big traders receive regular consignments of bamboo handicrafts from North East including Tripura and cater to the retailers. They have ties with traders based out at Kolkata, Guwahati, Agartala besides Hyderabad, Delhi, Punjab etc.
- Sale is mainly dependant on foreign visitors and tourists resulting in low scale of business
- Traders and retailers operating on such a low scale with limited marketing avenues are not willing to invest particularly when cost of transportation from Tripura would most definitely act as a deterrent in price competitiveness.

- Potential demand for north eastern bamboo handicrafts in various markets that are mostly sold out from collection by retailers and traders
- Irregular flow of handicrafts products is the major constraint
- Most of the traders and retailers are supported with grants under department of DC Handicrafts and state govt supported Artisan societies to promote state specific handloom and handicraft products so they cannot promote or sell handicrafts of other states freely in exhibitions or in open market retail outlets due to these compulsions.
- The retailers which are based at District Headquarters have small investments and sell handpicked traditional handicrafts having ready demand. They are not aware of all the contemporary products range available in Tripura and other states, nor are they willing to experiment with new products on a large scale.
- We found limited marketing support facilitation by the Tripura State Government to popularize and market the unique propositions of handicraft products. There is a perception among all the traders that the raw material from Tripura is of good quality but it has not been popularized enough to create a brand name.
- At least in the eastern corridor all products are synonymous with products from Assam, which enjoys an undisputed brand name in bamboo handicrafts in the country

## **Recommendations**

### **i) Product Recommendations**

- The 6 products selected have not been available in the mainstream markets, though few products are sold in national level exhibition cum sales organized at the state level. Hence, test marketing of all these products can give an opportunity to assess demand among the customers.
- Moreover, coloured bamboo mat sticks as raw materials are in demand and are procured from Kolkata market by retailers to value add (stick terracotta figurines of animals, birds etc) and sell it as wall hangings. Such raw material linkages can be thought by TBM.
- TBM has to individually liaise with the buyers to get their design specifications. The rates also vary accordingly. Order volumes vary as stocking at the wholesalers' end is minimal.
- Further, orders often come with short gestation and varying design requirements. Therefore, the production clusters of TBM has to maintain a ready stock of the basic inputs so that fabrication may be undertaken within the shortest possible time and orders serviced within the target period (entails provision of working capital to do this).

### **ii) Price Recommendations**

- Price rationalization is critical, otherwise catering to markets (both conventional and niche) through established marketing channels would not materialise.
- Moreover, niche marketing through e-commerce platforms by registering on top notch selling portals may allow TBM to reap dividends.
- A dedicated team to explore and continuously follow up the sales would only provide boost to the sales.

### **iii) Price Recommendations**

- Tripura being a landlocked state with practical challenges of communication and transportation involved in physical trading, it is suggested that online selling platform should be focused as 'one of the major channels of marketing'. Online platform for handicraft products with clarity on eco-friendly attributes of products.
- Bamboo craft marketing channels is predominantly through exhibitions that contribute to 60-70 percent of total sale across the state and is also applicable to India.
- Major players (state handicraft societies) have stalls in international market exhibitions for northeast at Greater Noida and there are two major seasons- autumn and spring fair when selling of bamboo crafts happen.
- There international and national traders, wholesalers based out at major cities who place orders and procure bamboo craft items.

### **iv) Promotion Recommendations**

- Creating a platform for promoting entrepreneurs / wholesalers for Tripura bamboo products at state and Greater Noida level. Partnership with north east states as a whole for product marketing would be a viable strategy at least to partially overcome the transport and communication issues of Tripura
- Tie ups with e-commerce / online platforms for better promotion

### **Marketing Outlook**

- 5 buyer categories have been identified based on interaction with market players and discussion with TBM team keeping in view the 6 products identified under this study. They are
  - Boutique
  - Aggregators
  - Government Corporations
  - NGOs
  - Training Institutes

### **Characteristic Features**

- It was found that boutiques and aggregators procure products based on their own specifications and designs.
- Government corporations, NGOs and training institutes generally don't provide their own design. However, they specify sizes and dimensions for the products.
- On the pricing front, boutiques and aggregators negotiate based on market linked prices. This leaves low margins for the suppliers in most cases.
- Government corporations and training institutes procure through open tenders, annual rate contracts or shopping procedures based on the purchase value and type of items.
- NGOs mostly procure based on organizational and personal linkages.
- It was found that sale of handicraft and fashion items require deep engagement with the buyers.
- Incorporation of customer feedback in designs along with seasonal changes in design requirements necessitates such engagements.
- Regular buyer interactions are also essential to secure orders because lead time between order and delivery is very short.
- Further, it was found that each buyer has a purchase limit based on their selling potential and financial capacity.
- Therefore, adequate numbers of buyers need to be scouted from each category to achieve desired sales volume and value.
- Financial projections have been drawn based on

### **Way Forward**

- Create a dedicated team for undertaking marketing activities and utilise their services for SHPPL
- Place samples of products with various buyers to solicit their feedback and seek orders
- Engage with established aggregators and manufacturers in mainstream markets for refining existing product designs and paring costs.
- Engage with government bodies including training institutes to understand their requirements and participate in their procurement processes.
- Undertake modifications to the production processes, raw material procurement and usage and packing and transport services to reduce costs.
- Undertake skill development of artisans to enhance productivity and quality while reducing wastages
- Create a quality control process covering material usage, workmanship and costs for achieving standardisation across product batches

- Invest towards brand development highlighting social and environmental contribution of SHPPL's products
- Consider various certifications like fair trade, handicraft mark, craft mark etc. to enhance brand's prestige and appeal among the affluent buyers.

#### 4. PROGRESS ACHIEVED IN RESOURCE GENERATION SECTOR

##### Summary of Progress Achieved:-

Sl. No	Name of Project	District	Area Covered, ha	No. of Beneficiaries
1	High Density Bamboo Plantation	West Tripura	372.32	829
		Unakoti	46.60	53
		Sepahijala	93	143
	<b>TOTAL</b>		<b>511.92</b>	<b>1025</b>
	Name of Project	District	No. of Plantlets	
2	Tissue Culture Nursery	Sepahijala	131000 nos	
3	Nursery through Vegetative propagation		17000 nos	
	<b>TOTAL</b>		<b>148000</b>	

##### 4.1 High Density Bamboo Plantation under the convergence of TBM & MGNREGA at West Tripura District:-

Sl. No	Name of the Project	Name of ADC/GP with area in Hector	No. of Beneficiaries involved
1	High Density Bamboo Plantation at Mohanpur Block West Tripura for 121.4 Ha	a) Ishanpur GP- 24.16 ha b) Vidyasagar GP- 32.24 ha c) Brahmakunda GP- 13.92 ha d) Simna GP- 45.00 ha	a) Ishanpur GP- 59 nos b) Vidyasagar GP- 81 nos c) Brahmakunda GP- 76 nos d) Simna GP – 50 nos
	<b>Sub-total : A Mohanpur</b>	<b>121.40 ha</b>	<b>266 nos</b>
2	High Density Bamboo Plantation at Hezamara Block West Tripura for 250.92 Ha	a) BC Para VC – 34 ha b) Shankhala VC – 34.16 ha c) Sonaram VC – 24.48 ha d) Ramsankar VC – 49.24 ha e) Purba Simna VC- 49.92 ha f) SC Para VC – 36.16 ha g) Meghliband VC- 22.96 ha	a) BC Para VC – 34 nos b) Shankhala VC – 106 nos c) Sonaram VC – 101 nos d) Ramsankar VC – 103 nos e) Purba Simna VC- 78 nos f) SC Para VC – 97 nos g) Meghliband VC- 44 nos
	<b>Sub-total : B Hezamara</b>	<b>250.92 ha</b>	<b>563 nos</b>
	<b>Total(A+B) plantation done for West Tripura</b>	<b>372.32 ha</b>	<b>829 nos</b>
3	High Density Bamboo Plantation for Jampuijala, Sepahijala 67 Ha	h) Pekuarjala ADC – 10 ha i) East Ratanpur ADC – 10ha j) West Ratanpur ADC-10 ha k) Hachuk karui ADC – 10 ha l) Killavarma ADC-10 ha m) Ujanpathalia ghat ADC– 9 ha n) Choygharia ADC-8 ha	h) Pekurjala ADC – 28 nos i) East Ratanpur ADC – 10 nos j) West Ratanpur ADC– 10 nos k) Hachuk karui ADC – 14 nos l) Killavarma ADC- 24nos m) Ujanpathalia ghat ADC – 11 nos n) Choygharia ADC- 11 nos
	<b>Sub-total : C Jampuijala</b>	<b>67 ha</b>	<b>108 nos</b>

Tripura Bamboo Mission- Quarterly Progress Report, July to September, 2016

	High Density Bamboo Plantation for Mohanbogh RD Block, Sepahijala 26 Ha	o) South Toibandal ADC-15 ha p) Chandul ADC-7 ha q) Purba chandighar VC-4ha	o) South Toibandal ADC -21nos p) Chandul ADC-11 nos q) Purba Chandighar VC-3 nos
	<b>Sub-total : D Mohanbogh</b>	<b>26 ha</b>	<b>35 nos</b>
	<b>Total(C+D) Plantation Completed for Sepahijala</b>	<b>93 ha</b>	<b>143 nos</b>
<b>4</b>	High Density Bamboo Plantation Unakoti for 46.6 Ha	r) Deo velly ADC- 23 ha s) Fatic chara ADC- 23.6 ha	r) Deo Velly ADC – 23nos s) Fatic chara ADC- 30 nos
	<b>Sub-total : E Unakoti</b>	<b>46.6 ha</b>	<b>53nos</b>
	<b>Total Plantation Completed for Unakoti</b>	<b>46.6 ha</b>	<b>53nos</b>
	<b>Grand Total A+B+C+D+E for West Tripura Sepahija and Unakoti</b>	<b>511.92 ha</b>	<b>1025 nos</b>

**Snapshot of Activities:-**



Mobilization Camp on High Density Bamboo Plantation by involving the beneficiaries at Mohanpur R.D Block under West Tripura District



Mobilization Camp at Mohanpur R.D Block



High Density Bamboo Plantation under convergence with TBM & MGNREGA at Mohanpur & Hezamara R.D Block under West Tripura District

#### 4.2 High Density Bamboo Plantation under the convergence of TBM & MGNREGA at Unakoti District:-

Name of the Project	Name of ADC/GP with Area (in ha)	No. of Beneficiaries
High Density Bamboo Plantation for 47.92 ha	a) Deovely ADC Village – 23ha	a) Deovely ADC Village – 23 nos
	b) Fatik chara Dasarath deb ADC Village – 23.6 ha	b) Fatikchara Dasarathdeb ADC Village – 30 nos
<b>TOTAL</b>	<b>46.6 ha</b>	<b>53 nos</b>

#### Major Activities undertaken:-

- Mobilization camp was organized in each village involving Panchayat body and farmers.
- Orientation workshop was organized at block level involving BDOs/BAC chairman, panchayat body etc
- Constituted Technical Supervision Committee and Monitoring committee at each panchayat/ADC village
- Training was provided to Technical Supervision Committee Members and Monitoring committee members

#### Snapshot of Activities:-



Mobilization Camp on High Density Bamboo Plantation with the beneficiaries of Kumarghat R. D Block under Unakoti District



Orientation Programme on High Density Bamboo Plantation at Kumarghat R. D Block under Unakoti District



High Density Bamboo Plantation at Kumarghat R.D Block under Unakoti District

**4.3 Tissue culture Nursery at Mohanbhog RD block; Nursery through Vegetative propagation at Nalchar R.D Block & High Density Bamboo Plantation at Mohanbhog & Jampuijala Block , Sepahijala District under the convergence of TBM & MGNREGA , Sepahijala District:-**

Project	Block	Name of the Village (ADC/GP)	Target- Area (in Ha)	Area Covered (in Ha)	No. of beneficiaries
High Density Bamboo Plantation	Mohanbhog	South Taibandal	14	14.44	21
		Chandul	10	6.96	11
		Purba Chandigarh	5	3.96	3
	Jampuijala	East Ratanpur	10	10	10
		West Ratanpur	10	10	10
		Hachuk Karui	10	10	14
		Pekuarjala	10	10	28
		Killa Varma	10	10	24
		Choighoria	10	8	11
		Ujan Pathaliaghat	10	9	11
Unakoti	Deovelly	23	23	23	
	Fatikchara	24.92	23.6	30	
	<b>TOTAL</b>	<b>146.92 ha</b>	<b>138.96 ha</b>	<b>196 nos</b>	
Project	Block	Name of Village(ADC/GP)	Target- No. of Plantlets	Achieved- No. of Plantlets	
Tissue Culture Nursery- <i>Tulda &amp; Balcooa</i>	Mohanbhog	Purba Chandigarh	100,000	131,000	
Nursery through Vegetative Propagation- <i>Bamboosa Polymorpha</i>	Nalchar	East Nalchar and Khaschowmuhani	17,000	17,000	
		<b>TOTAL</b>	<b>117000</b>	<b>1,48,000</b>	

**Snapshot of Activities:-**



Supervision of Site for Tissue Culture Nursery by the officials of Tripura Bamboo Mission at Sepahijala District



Training on Bamboo Propagation Techniques was organized by TBM at Nalchar Block under Sepahijala District



Creation of Bamboo Nursery at Nalchar R.D Block through Vegetative Propagation (Culm Cutting)

## 5. SUMMARY OF FINANCIAL PROGRESS

Financial Progress at the end of Q2 F.Y 2016-17

<b>Project Name</b>	<b>Sanction Date</b>	<b>Release of first Instalment</b>	<b>Implementation started in</b>	<b>Fund Sanctioned, Rs. Lakh</b>	<b>Fund Received, Rs. Lakh</b>	<b>Fund Utilized, Rs. Lakh</b>	<b>UC Submitted, Rs. Lakh</b>
NEC- Handicraft: (3 years)	23 <sup>rd</sup> March, 2012	November, 2012	January, 2013	441.25	371.60	371.60	371.60
NEC- Incense (4 years)	3 <sup>rd</sup> October, 2013	24 <sup>th</sup> March, 2014	March, 2014	779.90	513.48	443.62	443.62
IGDC Tripura- Incense	27 <sup>th</sup> January, 2014	13 <sup>th</sup> May, 2014	May, 2014	24.67	24.67	24.67	24.67
Tripura JICA- Handicraft	21 <sup>st</sup> January, 2015	23 <sup>rd</sup> January, 2015 (to TBM)	-	18.77	9.09	9.09	9.09
NBM	16 <sup>th</sup> January, 2014	20 <sup>th</sup> January, 2014	February, 2014	17.29	17.29	14.03	13.54
TIDC (Bamboo Park Fencing)	14 <sup>th</sup> August, 2015	7 <sup>th</sup> September, 2015	September, 2015	11.75	11.75	11.75	11.75
DC handicraft – 5 Design & Technology Dev Workshop	2 <sup>nd</sup> July, 2013	Revalidated May, 2016	July, 2016	9.00	4.5	9.00	-
<b>Sub Total (A) Rs. In Lakhs</b>				<b>1302.63</b>	<b>952.38</b>	<b>883.76</b>	<b>874.27</b>

**Financial Progress for resource generation under MGNREGA at the end of Q2 for F.Y 2016-17**

<b>Project Name</b>	<b>Sanction Date</b>	<b>Release of first Instalment</b>	<b>Implementation started in</b>	<b>Fund Sanctioned, Rs. Lakh</b>	<b>FTO done Directly through REGA Soft</b>	<b>Fund Utilized, Rs. Lakh</b>	<b>UC Submitted, Rs. Lakh</b>
High Density Bamboo Plantation under MGNREGA-Mohanpur	February, 2016	February, 2016	March, 2016	170.21	140.84	140.84	-
High Density Bamboo Plantation under MGNREGA-Hezamara	February, 2016	February, 2016	May, 2016	358.18	264.89	264.89	-
High Density Bamboo Plantation under MGNREGA-Unakoti	May, 2016	May, 2016	May, 2016	45.20	34.37	34.37	-
High Density Bamboo Plantation under MGNREGA-Sepahijala	June, 2016	June, 2016	June, 2016	137.09	68.49	68.49	-
Creation of Special Nursery under MGNREGA, Sepahijala	February, 2016	February, 2016	February, 2016	83.70	38.99	38.99	-
<b>Sub Total (B) Sub Total (A) In lakhs Rs.</b>				<b>794.38</b>	<b>547.58</b>	<b>547.58</b>	<b>-</b>
<b>Grand Total in lakhs Rs.</b>				<b>2097.01</b>	<b>1499.96</b>	<b>1431.34</b>	<b>874.27</b>

## 6. PROGRESS ACHIEVED VIS-À-VIS ANNUAL ACTION PLAN 2016-17

### 6.1. Incense sub-sector

#### Target:-

The state has to regain its position as leading supplier of incense stick in the country. It has been targeted to reach production level of 15000 MT per annum by 2020 for which about 1200 round stick machines need to be installed. Accordingly TBM has taken the mandate to set up 300 machines every year starting from F.Y 2016-17. The proposed units are to be set up and operationalized by mobilizing private investors broadly in two scales namely i) Village Scale Unit & ii) Cluster Scale Unit.

#### Achievement till Q2 F.Y 2016-17:-

Village Scale Unit- 19 entrepreneurs have been mobilized for setting up of new round stick units; the detail is given below:-

Sl. No	District	Name Of the Entrepreneur s	Proposed location of Unit	Support Scheme applied for	No. of Machi nes	Status
1	Unakoti	Sunil Das	Kumarghat Industrial Estate	PMEGP	2	Proposal Submitted
2	Unakoti	Rasaraj Das Roy	Saradapally, Kumarghat	PMEGP	2	Proposal Submitted
3	Unakoti	Subrata Kr. Das	Kumarghat	PMEGP	2	Proposal Submitted
4	Unakoti	Tapash kar	Fatikroy	PMEGP	2	Proposal Submitted
5	West Tripura	Amit Debbarman	Bamboo Park	PMEGP	2	Proposal Submitted
6	West Tripura	Jayanta Majumdar	Bamboo Park	PMEGP	2	Proposal Submitted
7	West Tripura	Arijit Das	Bamboo Park	PMEGP	2	Proposal Submitted
8	West Tripura	Rajkishore Deb	Bamboo Park	PMEGP	2	Proposal to be submitted
9	West Tripura	Sudip Baishnab	Bamboo Park	PMEGP	2	Proposal to be submitted
10	West Tripura	Sagar Sen Gupta	Bamboo Park	PMEGP	2	Proposal Submitted
11	Unakoti	Mandira Pal	Kumarghat Industrial Estate	PMEGP	2	Interview Done

Sl. No	District	Name Of the Entrepreneurs	Proposed location of Unit	Support Scheme applied for	No. of Machines	Status
12	Unakoti	Dipankar Sarma	Kumarghat Industrial Estate	PMEGP	2	Proposal Submitted
13	Unakoti	Jayanti Debnath	Kumarghat Industrial Estate	PMEGP	2	Proposal Submitted
14	Unakoti	Rakesh Bhowmik	Kumarghat Industrial Estate	PMEGP	2	Proposal Submitted
15	North Tripura	Arun Nath	Kanchanpur, Suknacherra	PMEGP	2	Proposal Submitted
16	Khowai Tripura	Nantu Bhattacharjee	Tuichindri, Teliamura	United Bank Of India	2	Proposal Submitted
17	Sepahijala Tripura	Debashish Saha	Bishalghar Office tilla	United Bank Of India	2	Proposal Submitted
18	Sepahijala Tripura	Ananda Sharma	Bishalghar Office tilla	United Bank Of India	2	Proposal Submitted
19	Gomati Tripura	Bimal Debnath	Shalghara, Udaipur	United Bank Of India	2	Proposal Submitted
<b>TOTAL</b>					<b>38</b>	

**Cluster Scale Unit:** - A large scale round stick unit has been proposed to be set up by TBM at Kumarghat Industrial Estate that will house 50 round stick machine sand other relevant for the project titled “Development of Round Bamboo Stick Cluster at Kumarghat” . The State Govt. has approved Rs. 267 Lakhs for implementation of the project.

## 6.2. Handicraft sub-sector

Activity	Target	Achievement till Q2 F.Y 2016-17
<b>Training</b>		
Skill Development Training	30 programmes	7 programmes at Dharmanagar, Mungiakami, Salema, Durlavnarayan, Matabari & Narsingarh
Total artisans to be involved	900 artisans	139 artisans
Capacity Building Training on Bamboo Furniture-	2 programmes	2 programmes
No. of artisans to be involved	40 artisans	40 artisans
Training of Trainers	5 programmes	Ujjayanta Craft Producer group – 2, Srishiti Craft -1, Creative Bamboo Craft Guild-1, Among Bamboo Craft -1
No. of trainers to be trained	25 trainers	25 trainers
Soft Skill Training	10 programmes	2 Prog approved by DC Handicraft
No of trainees to be involved	200 artisans	Approved for 40 artisans

<i>Activity</i>	<i>Target</i>	<i>Achievement till Q2 F.Y 2016-17</i>
<b>Establishment of CFCs</b>		
CFCS to be established	2 CFCs	Land Construction is ongoing at Matabari and Land identified at Mungiakami
<b>Extending Social Benefit to the Artisans</b>		
Facilitating Issuance of Artisan ID Card for the beneficiaries	1000 artisans	860 Artisans
Facilitating Insurance coverage under AABY for the beneficiaries	1000 artisans	200 Artisans
<b>Registering Production Units under MSME</b>	25 units	-
<b>Skill Exchange Programme</b>		
Exposure visit for the artisans & cluster stakeholders	5 programmes	-
No of artisans to be covered	150 artisans	-
<b>Market Development</b>		
Separate e- commerce site for SPV		Ongoing
Participation in Fairs & Exhibitions	4 regional fairs, 2 national fairs outside the state, 1 exhibition within the state and 1 exhibition outside the state	

### 6.3. Resource Generation sub-sector

<i>Activity</i>	<i>Target for Planting Season 2017</i>		<i>Achievement</i>
	<i>Plantation, ha</i>	<i>Nursery, no. of plantlets</i>	
West Tripura	310	96620	Proposal under preparation for submission to RD Dept. Field level activity ongoing for next planting season
Unakoti	200	200000	
Sepahijala	130	130000	
North Tripura	100	100000	
Khowai	50	50000	
Gomati	30	24990	
South Tripura	30	24990	
Dhalai	100	100000	
<b>TOTAL</b>	<b>980</b>	<b>746580</b>	

## 7. PROJECT APPROVED DURING THE QUARTER :

1. **“Development of Round Bamboo Stick Cluster at Kumarghat”** – Approved by Department of Industries and Commerce, Government of Tripura. Approved cost Rs. 267.00 Lakhs – Sanction as per Annexure – I
2. **“Soft Skill Training”** – 2 Programmes approved by DC Handicraft. Approved cost Rs. 3.49 Lakhs – Approval as per annexure I

## Annexure – I

<p style="text-align: center;"><b>RECEIVED</b></p> <p>Date: <u>01/09/16</u></p> <p>Sign: <u>[Signature]</u></p> <p>IL &amp; FS CDI North Side of Governor's House P.O.-Kunjaban, Agartala, Pin-790001</p>		<p>No.F.VI-1(78)/PLG/DI/2013/ <u>12,743-748</u></p> <p>Government of Tripura Department of Industries &amp; Commerce Agartala Tripura(West)</p>																	
		Dated, Agartala, the <u>30<sup>th</sup></u> August, 2016.																	
<p><b>MEMORANDUM</b></p> <p><b>Sub :- Allocation of fund under (State-Plan) 2016-17.</b></p>																			
<p>In pursuance of the Finance Deptt. Memo .NO .F.24(03)-Fin(B)/2015/P-I/8237-44,dt.20<sup>th</sup> August,2016, an amount of <b>Rs.267.00 lakhs (Rupees Two crore sixty seven lakhs)</b> only is hereby allocated in favour of the Manager (M&amp;E),DDO(H/Q),Directorate of Industries &amp; Commerce Agartala,Tripura(West),as mentioned in Sub-Allocation Code:- 150134/2016-17 during the financial year 2016-17.</p>																			
<table border="1"> <thead> <tr> <th>Name of Treasury/Head of Account</th> <th>Name of the Scheme</th> <th>Demand No.</th> <th>Amount.</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Agartala Treasury No. II / Manager(M&amp;E), DDO(H/Q), Directorate of Industries &amp; Commerce Agartala. Tripura (West). 4851-00-102-29-16-57-Grants for Creation of Capital Assets (State-Plan)</td> <td rowspan="3">Development of Round Bamboo Stick Cluster at Kumarghat</td> <td>24</td> <td>Rs.138.84 lakhs.</td> </tr> <tr> <td>19</td> <td>Rs. 82.77 lakhs.</td> </tr> <tr> <td>20</td> <td>Rs. 45.39 lakhs.</td> </tr> <tr> <td><b>Total:-</b></td> <td></td> <td></td> <td><b>Rs. 267.00 lakhs</b></td> </tr> </tbody> </table>				Name of Treasury/Head of Account	Name of the Scheme	Demand No.	Amount.	Agartala Treasury No. II / Manager(M&E), DDO(H/Q), Directorate of Industries & Commerce Agartala. Tripura (West). 4851-00-102-29-16-57-Grants for Creation of Capital Assets (State-Plan)	Development of Round Bamboo Stick Cluster at Kumarghat	24	Rs.138.84 lakhs.	19	Rs. 82.77 lakhs.	20	Rs. 45.39 lakhs.	<b>Total:-</b>			<b>Rs. 267.00 lakhs</b>
Name of Treasury/Head of Account	Name of the Scheme	Demand No.	Amount.																
Agartala Treasury No. II / Manager(M&E), DDO(H/Q), Directorate of Industries & Commerce Agartala. Tripura (West). 4851-00-102-29-16-57-Grants for Creation of Capital Assets (State-Plan)	Development of Round Bamboo Stick Cluster at Kumarghat	24	Rs.138.84 lakhs.																
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		20	Rs. 45.39 lakhs.																
<b>Total:-</b>			<b>Rs. 267.00 lakhs</b>																
<p>( Rupees Two crore sixty seven lakhs) only</p>																			
<p>This Sub-allocation is issued in pursuance of fund released from the Finance Department Vide Memo.No. F. 24(03)-Fin(B)/2015 P-I/8237-44,dt.20<sup>th</sup> August,2016, under F.R. Code No.1205/2016-17, with appropriation as follows :-</p>																			
<p>i). Fund released from Finance Department F.R. Code:- 1205/2016-17,</p>		Rs.267.00 lakhs.																	
<p>ii). Fund Sub-allocated under instant Memo. Against this Code</p>		Rs.267.00 lakhs.																	
<p>iii). Cumulative fund Sub-allocated against this Code</p>		Rs.267.00 lakhs.																	
<p><u>[Signature]</u> (V.G.Jenner) Special Secretary to the Govt. of Tripura.</p>																			
<p>To</p> <ol style="list-style-type: none"> <li>1).The Accountant General (A&amp;E),Tripura, Agartala.</li> <li>2).The Treasury Officer, Agartala Treasury No.II.</li> <li>3).The Manager(M&amp;E),DDO (H/Q), Directorate of Industries &amp; Commerce Agartala Tripura (West).</li> <li>4).The Officer-in-charge, F. M. Section of this Directorate, Agartala.</li> <li>5).The Mission Director, Tripura Bamboo Mission, Agartala for information.</li> <li>6).The Officer-in-charge, TIDA Section of this Directorate, Agartala.</li> </ol>																			
<p><u>[Signature]</u> (V.G.Jenner) Special Secretary to the Govt. of Tripura.</p>																			

Tripura Bamboo Mission- Quarterly Progress Report, July to September, 2016

RECEIVED  
12/10/16  
Shib Sankar Das,  
Director,  
North Side of Governor's House  
Kunjaban Agarthala, Pin-799006

No. I-15011/9(19) /NER/SS/HRD/2016-17  
Government of India  
Ministry of Textiles  
Office of the Development Commissioner (Handicrafts)  
(HRD Section)

West Block No.VII, R.K. Puram,  
New Delhi- 110066.  
Dated 29.09.2016

**ORDER**

Subject:- Grant-in-aid to M/s Tripura Bamboo Mission IL&FS Clusters, 1<sup>st</sup> Floor Dasgupta Villa , North of Side of Governor House , Kunjaban Agarthala 799006 Tripura for undertaking Two Handicrafts soft skill training programme under HRD scheme during 2016-17

In exercise of the power delegated to the Development Commissioner (Handicrafts) as Head of Department vide Office of DC (H) O.M. No. G-20013/42/DC(HC)/BGT/2004 dated 08.05.2015 and in terms of Ministry of Textiles (Integrated Finance Wing) Order No. G-20013/42/DC(HC)/BGT/2004 dated 05.05.2015. I am to convey the Sanction of President of India for payment of sum of Rs. 1,74,680/- (Rupees :- One Lakh Seventy Four Thousand Six hundred Eighty only) being 50% as 1st installment out of total sanctioned Grant in aid of Rs. 3,49,360/- (Rupees :- Three Lakh Forty Nine Thousand Three hundred Sixty only) in respect of M/s Tripura Bamboo Mission IL&FS Clusters, 1<sup>st</sup> Floor Dasgupta Villa , North of Side of Governor House , Kunjaban Agarthala 799006 Tripura organizing two Handicrafts training programme ( Soft Skill Training) Under HRD Scheme during 2016-17 for a duration of 12 days ( 72 hrs) in order to increase production base and to upgrade the skill of trainees. The details of craft & location and the financial breakup is as given below:-

Details of Crafts and Location

S.No.	Name of Crafts	Location for Training	Duration
1	Bamboo Based Handicraft	CFC, Kaidhepa South Tripura District Tripura	12 days ( 72 hrs)
2	-do-	CFC, Nalchar, Sepahijala District Tripura	12 days ( 72 hrs)

S. No.	Expense Head	Maximum Permissible Assistance (Rs)	Admissible purposed funds to be sanctioned (Rs)	Amount to be released as 50% 1 <sup>st</sup> installment during 2016-17 (Rs)
1	2	3	4	5
1	Space rent and Infrastructure including services	Rs. 5000/- (per Week)	10,000	5,000
2	Wage Compensation/stipend for trainees	Rs. 150/- per day per trainee	36,000 (150X20X12)	18,000
3	TA for Trainee (RS.1500X20)	Trainee (RS.1500X20)	19200 (80X20X12)	9,600
4	TA/Honorarium for Trainer	(Rs. 10,000X3X2)	40,000	20,000
5	Boarding /Lodging for Trainer	(Rs.1000X3X2)	33,600 (8400X4)	16,800
6	Documentation/ study material	Rs 20,000/-	20,000	10,000
7	Misc exp. ( Stationery, telephone, refreshments, publicity, repair of machinery, videography, etc)	10% of total (1) to (6) excluding the items not admitted form (1) to (6) above	15,880	7,940
	<b>Total</b>		<b>1,74,680/-</b>	<b>87,340/-</b>
<b>Total Sanction Amounts Rs. 1,74,680/- X2=3,49,360/-</b>			<b>50% 1<sup>st</sup> Installment Released Amounts Rs. 87,340/- 2=1,74,680/-</b>	

Cont/

*Sahaymani*